

LIFE

In this issue
THE ATOM
A 16-PAGE PRIMER
FOR LAYMEN

5-YEAR-OLD
BOXER

MAY 16, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

GIVE Sheaffer's...



WHITE DOT SAFEGUARD
Desk Set, \$12.50
Others from \$5.00



AMERICA'S FIRST CHOICE!

(by actual sales records*)

America's preference in writing instruments is clear-cut—definite—decisively in favor of Sheaffer's! And this unquestioned leadership has been established by wise buyers who recognize the precision, skill, craftsmanship and quality that make Sheaffer's superior to all others. To make any gift occasion outstanding, give Sheaffer's—America's *First Choice*!

W. A. Sheaffer Pen Company
Fort Madison, Iowa and Malton, Ontario, Canada

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WHITE DOT OF DISTINCTION



CREST DELUXE THREESOME
Pen, \$17.50—Pencil, \$6.00
Stratowriter, \$12.50
Complete Set, \$36.00; plus fed. tax



SHEAFFER'S
GOLD-FILLED PENCIL
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Skip makes any pen write better, last longer.
Permanent or Washable. Exclusive top-wall bottle
makes pen filling quick, clean, easy!

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Other Sheaffer Gifts from \$3.75. For sale at all good dealers throughout the United States and Canada.

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You can't laugh off
**INFECTIOUS
 DANDRUFF!**

INFECTIOUS DANDRUFF, with its tell-tale flakes and scales, is an all too common ailment which should never be taken lightly.

If you have any evidence of it don't fool around with so-called "overnight" cures devoid of antiseptic power. Get busy with Listerine Antiseptic and massage which treats infection as it should be treated . . . with rapid germ-killing action.

Kills "Bottle Bacillus"

You simply douse Listerine Antiseptic on the scalp and it goes to work, kill-

ing literally millions of germs. Most important of all, it kills the stubborn "bottle bacillus" (*P. ovale*).

This is the ugly customer that so many dermatologists say is a causative agent of infectious dandruff.

See Quick Results

You'll be delighted to see how quickly you begin to note improvement. Embarrassing flakes and scales begin to disappear from scalp, hair and coat collar. Itching is alleviated. Your scalp feels marvelously cool, fresh and healthier. And your hair returns to its natural good-looks. Remember, in clinical tests, twice-a-day use of Listerine Antiseptic brought marked improvement within a month to 76% of the dandruff sufferers.

Don't wait till infectious dandruff gets a head start. Guard against it now. Make Listerine Antiseptic and massage a regular part of regular hair-washing routine. For more than 60 years the chief use of Listerine Antiseptic has been as an antiseptic mouthwash and gargle.

LAMBERT PHARMACAL CO., St. Louis, Mo.



The "Bottle Bacillus"
 (PITYROSPORUM OVALE)

**AT THE FIRST SIGN OF FLAKES AND SCALES
 LISTERINE ANTISEPTIC
 Quick!**

P. S. IT'S NEW! Have you tried Listerine TOOTH PASTE, the MINTY 3-way prescription for your teeth?

This One



BYUT-ZBU-9B2L

**CHINA
VALDES...**

a woman of
violent hates
and fierce
love...

**TONY
FENNER...**

a tough
guy
with a
conscience...



COLUMBIA PICTURES presents

JENNIFER JONES • JOHN GARFIELD

PEDRO ARMENDARIZ in JOHN HUSTON'S

WE WERE STRANGERS

with

Gilbert Roland • Ramon Novarro • Wally Cassell • David Bond • Screen Play by PETER VIERTTEL and JOHN HUSTON

from Robert Sylvester's novel, 'ROUGH SKETCH' • AN HORIZON PRODUCTION • Directed by JOHN HUSTON • Produced by S. P. EAGLE



Bed by Conalder Willett



For everyone who sits, eats, sleeps or has babies

MOST boys and most men *will* put their feet on furniture, even *at home*. But with Koroseal upholstery, even in light or bright colors, chairs will be clean, new looking. Fresh dirt comes off with a damp cloth. Or you can use as much soap and water as you wish.

Those draperies, seen in the living room and bedroom pictures, are made from Koroseal sheets. Most stores have a dozen or more different patterns. They are soft but smooth, don't catch and

hold dirt. Most dust can be brushed off, yet washing is easy, wrinkles shake out. They save hours of house cleaning time.

The bedspread is waterproof. Bedroom curtains and dressing table skirts are the same material. Nursery curtains are the same except for the pink color.

You can imagine the advantages of Koroseal flexible material in the kitchen—the cover on the mixer, bowl covers, apron, tablecloth and kitchen curtains.

Even the baby benefits, because his

Koroseal crib sheets and baby pants are soft and comfortable. His high chair pad is soft too, yet waterproof, easy to keep clean.

All these things are in leading stores. Many of them you can even make yourself from Koroseal material sold by the yard. Either way they bring carefree living to your family. You can always be sure you're getting the *real thing* if you see the *Koroseal label*. It's always there—and that's the *only*

way to be sure. The B. F. Goodrich Co., Koroseal Dept., Marietta, Ohio.

Trade Mark—Reg. U. S. Pat. Off.

Koroseal
FLEXIBLE MATERIALS
BY

B.F. Goodrich

LUCKY DOG!



*...gets as much
nourishment
in PARD*



Look how these dinners compare!

		CLUB STEAK DINNER	PARD (1 CAN)
Protein	(gms.)	35.7	52.8
Carbohydrates	(gms.)	45.9	45.7
Fat	(gms.)	26.4	14.7
Iron	(mg.)	5.6	22.7
Calcium	(gms.)	0.05	2.0
Phosphorus	(gms.)	0.41	1.59
Vitamin A	(units)	499.0	550.0
Vitamin B	Thiamine	(mg.)	0.50
	Riboflavin	(mg.)	0.33
	Niacin	(mg.)	8.35
Energy			18.2

Steak dinner: 18.7% daily caloric needs for average man
PARD (1 can): 100% daily caloric needs for 20 lb. dog

*...as you get in
this dinner
costing \$1⁰⁰
or more!*



PARD provides the complete balanced diet every dog needs every day

It's surprising—but true! Standard laboratory nutrition tests prove that one can of Pard provides *more* nourishment than the tasty club steak dinner shown above. It's better balanced, too. Gives your dog *all* the needs of *all* the known essential nutrients.

Swift laboratories, by test-feeding generations of dogs, have made and kept Pard the *complete* food every dog needs every day.

Swift nutritionists, physiologists as well


as veterinarians work together to give Pard *extra* elements of vital nourishment—added minerals and vitamins—which your dog needs for full, red-blooded health.

Yes, Pard—the one-dish-dinner—is completely nourishing. Its ingredients are as pure and wholesome as those you serve to your family. That's why when you feed Pard—America's outstanding dog food—*no additional meat is ever needed!* Feed Pard, and your dog requires nothing more . . . he can get nothing better.

Pard is made by Swift & Company



**NO ADDITIONAL
MEAT ...
NOTHING MORE...
IS EVER NEEDED!**



dream stuff
of nylon and elastic
to put you in fine shape!

...come on and get the most perfect summer girdles and panty-girdles... gossamer little numbers in wonderful new Jantzen nylon net... marvelous-feeling, easily-washable, quick-drying net with plenty of power to slim you, trim you, smooth you, to make you look and feel limber and cool and light as a leaf in the soft summer breeze. You get it in long and short numbers, with and without panels, with and without the famous Jantzen lithe-boned Empire top that makes the ribs flat as a pancake. Not one weighs more than three ounces and all the panty-girdles have Jantzen-exclusive tabs for holding Kleenex tissues. In white and nude... 5.00 to 8.95... at most stores.

JANTZEN FOUNDATIONS, EMPIRE STATE BUILDING, NEW YORK

Jantzen®
girdles
and panty-girdles
by the makers of
Jantzen swim suits

ACTORS' FACES are extra-sensitive



that's why
LOUIS CALHERN
shaves with
soothing
WILLIAMS

LOUIS CALHERN, famous star of Broadway and Hollywood, passes along this tip on shaving: "Taking off stage make-up has made my face tender, so I always use Williams Shaving Cream. It never stings or irritates."

Take your cue from Louis Calhern for greater shaving pleasure than you ever thought possible. Try perfectly bland, perfectly mild Williams—the *super-soothing* shaving cream made especially for men whose beards are tough or faces are tender.

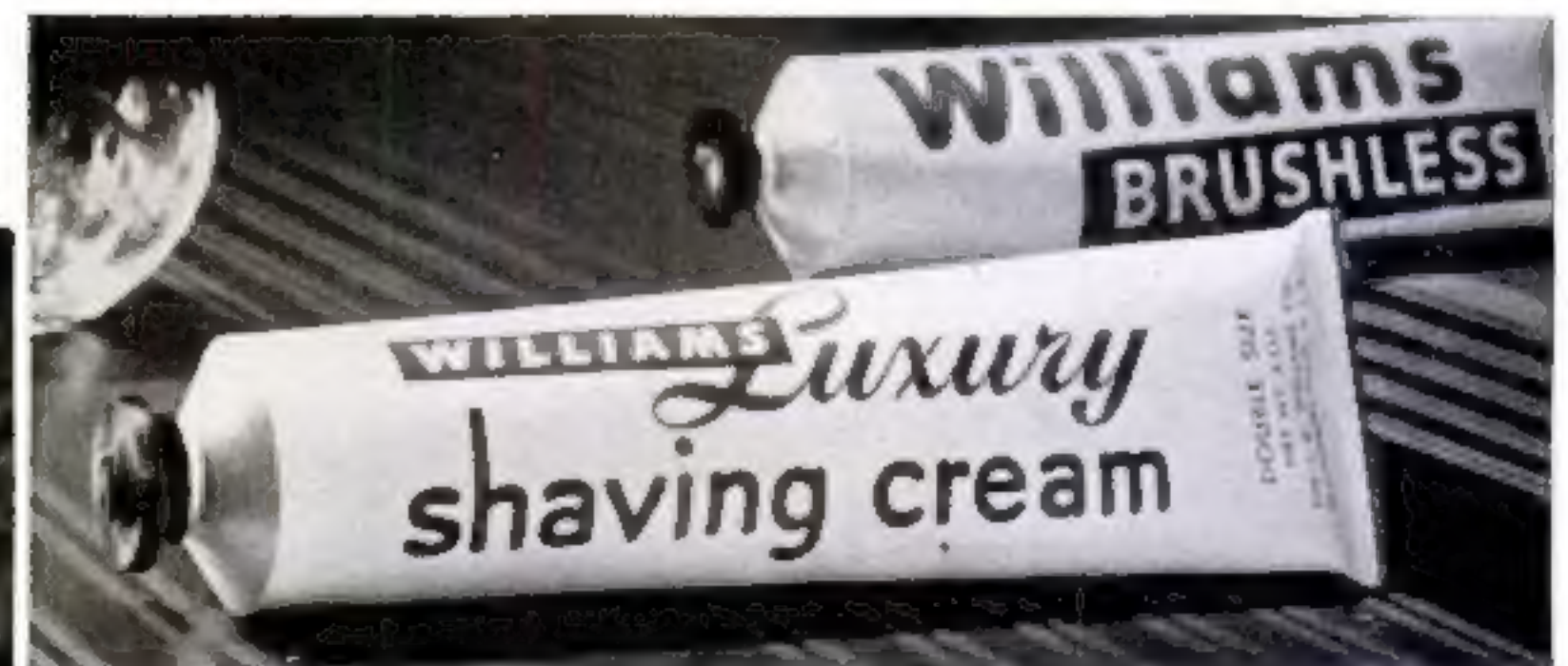
The moment you lather up with this wonderful shaving cream, its rich, creamy lather goes to work on your beard with a remarkable two-way action:

1. It penetrates the water-resistant film that covers each hair—literally *soaks* your beard soft for painless, effortless shaving.
2. It forms a protective coating for your face, so your razor *glides* gently through your whiskers without scraping the skin.

When you shave with Williams, the shave and the comfort last all through the day. Try a tube tomorrow—it's available at all drugstores and toilet-goods counters. And for men who prefer a brushless shave, there's Williams Brushless with all the same luxurious shaving cream qualities.

Walter Huston is another popular star who has learned the secret of easy shaving.

He says: "Wearing and taking off stage make-up leaves my face sensitive. That's why I swear by Williams. It's a star beard-softener—yet it never irritates my face."



Note to Brushless Shavers—You can get the same luxurious shaving cream qualities in the new heavier, richer Williams Brushless Cream.



All lines lead to YOU

YOU may be thousands of miles from the ones you want to talk to—yet the telephone brings you together quickly, clearly. Western Electric helps to make it that way.

Our part within the Bell System is to furnish the things that make good telephone

service possible. Bell scientists *design*, we *produce* and telephone company people *operate* the equipment, a triple-action with one aim—good service for you. Result: Americans have the best telephone service on earth at the lowest possible cost.

MANUFACTURER
of telephone apparatus for
the Bell System.



PURCHASER
of supplies for Bell
Telephone companies



DISTRIBUTOR
of Bell telephone appa-
ratus and supplies.



INSTALLER
of Bell System central
office equipment.



Western Electric

A UNIT OF THE BELL  SYSTEM SINCE 1882



1. Now is the time to buy that watch as a gift for the new bride or groom, to think of graduation and anniversaries. For there is no more eloquent gift than a watch for someone you love, the gift that stands for constancy and

friendship. Out of nearly 300 years of Swiss watchmaking traditions come the finest of today's jeweled lever watches. That's why, when it comes to styling, dependability and downright value, the Swiss watch is famous.



2. Through many generations devoted to the watchmaker's art, the Swiss have designed their timepieces as precious jewelry. Your jeweler can show you wonderful new watches for women—watches with precious stones or platinum or gold or steel cases and quality jeweled lever Swiss mechanisms.



3. If your gift is for a man, remember that men are particularly fond of the new water-repellent and shock-resistant watches, calendar watches, automatic self-winding watches that derive their power from the motion of the wrist, chronographs—and other contributions of Swiss craftsmanship.



4. When you buy a watch, remember that the works and workmanship inside are what count. For the balance wheel alone makes half a million single swings a day. So—ask your reputable jeweler to recommend a watch with a quality movement—a Swiss movement—a watch that you will wear or give with pride.



5. Another advantage in buying a watch with a quality Swiss movement is that you can always have it serviced and repaired economically and promptly. Your jeweler's watch repair experts are professionally trained and equipped to give your fine Swiss watch the care it deserves.

Something old, something new in the watch you buy today...

For the gifts you'll give with pride—let your jeweler be your guide

The WATCHMAKERS OF



SWITZERLAND

© 1949 Swiss Federation of Watch Manufacturers



Who is she?

That fresh young loveliness with the May morning look...who is she?

It could be you...you with your new DuBarry Sophisti-creme complexion. It's the newest DuBarry make-up miracle...Sophisti-creme, the velvety soft cream-cake that melts onto your skin...fading flaws...protecting, smoothing with a dewy radiance that lasts hours long.

Sweet-scented DuBarry Sophisti-creme requires no water...you simply skim your finger tips over its creamy surface...stroke it on. Expertly blended to flatter all types of skin, especially dry skin; it comes in 6 warm complexion-cued shades to glow your face alive.

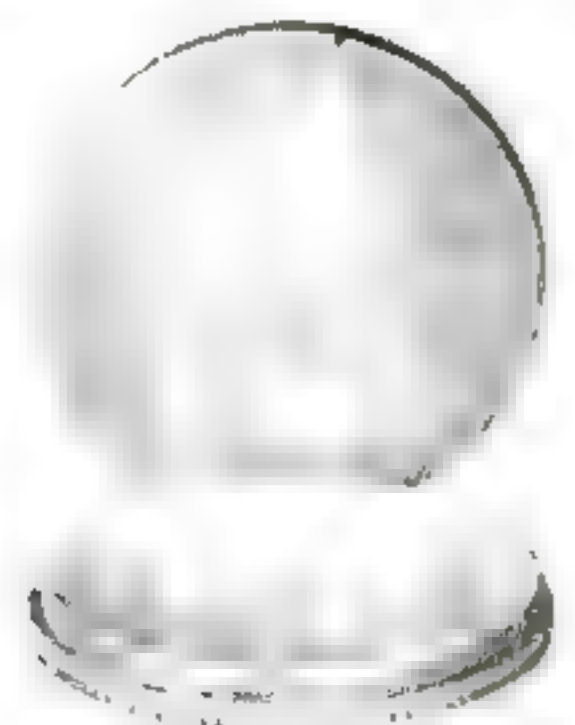
Make DuBarry Sophisti-creme *your* daily beauty ritual...carry it with you always. And yours, too, can be the kind of beauty that makes men whisper "Who is she?"

DuBarry Sophisti-creme, in six exquisite shades. Each, \$1.00 plus tax.

DuBarry
BEAUTY PREPARATIONS BY

Richard Hudnut

Makers of the Richard Hudnut Home Permanent



"Who is she?" She's lovely Nancy Bass, a rising star in the fashion picture. She smooths on DuBarry Sophisti-creme to make her skin satiny, fresh, lovely! So can you! Ask the authorized DuBarry dealer in your community for DuBarry Beauty Preparations right for your skin.

NOW AT LENGTH QUALITY

IN A LONG CIGARETTE



Basil Rathbone says:
May I tell you
why you'll like
smoking the
NEW Fatima?

BR

The name Fatima has stood for
the Best in Cigarette Quality for 30 Years.

And now, I say
the new Fatima is the best of long cigarettes.

It's the long cigarette that
I know you'll enjoy as much as I do.

It's MY cigarette.

Basil Rathbone



FIRST QUALITY FOR 30 YEARS!

Copyright 1949, Logan & Myers Tobacco Co.

LIFE'S REPORTS



TALKING POLITICS in general store he operated for 35 years in Freedom, Ind., John Kay likes to reflect on merits of a life free of obligation to any man.

RUGGED INDIVIDUALIST

Debt and Democrats distress an Indiana farmer

by JOE MCCARTHY

Probably no American is more pleased with his postal address than John Kay, a 77-year-old farmer and retired rural storekeeper whose home is located in the town of Freedom, Ind. When Kay receives a letter and sees his name linked on the envelope with the name of his town, he gets a feeling of satisfaction. He hates restrictions, accepting favors or being under obligation to any man. He wants to be left alone.

"Back there during Roosevelt's time, some government men came out to my farm and wanted to improve the soil," he once said. "I was planning to spread some lime myself that month. I could have let the government pay for it. But not me. I said no. I paid for it myself out of my own pocket."

Unlike other champions of freedom, Kay does not look upon communism, fascism or capitalism as the greatest threats against it. He feels that the biggest menace to freedom is debt. "When a lot of people get into debt, the government takes over and they lose their freedom," he says. "Then the government goes into debt and loses its freedom." He traces all the troubles of the times to loan agencies, excessive government spending, aid to foreign countries and the national debt.

When I stopped in to visit Kay recently he was in his usual chair beside the stove in the general store that he operated for 35 years. The store is now owned by one of his sons. Kay was talking with one of his friends, a farmer named Eugene Dunn. His brown and white hound dog, as always, was lying on the floor beside him. He waved to me.

"Sit down awhile," he said. "That is, if you don't mind sitting with isolationists. We ain't popular this year. I'm an isolationist. So was George Washington. So is Gene Dunn here. We think alike, Gene and me, don't we, Gene?"

"That's right, John," Dunn said. "Maybe that's why I never can make a good trade with you."

"Maybe," Kay said, looking pleased. "Well, I'm lucky. Sold a bunch of cattle a while back for \$1,400. I met the man I sold them to the other day and he clapped me on the shoulder and said, 'John, you are the luckiest fellow I ever did see.' I said to him, 'How do you mean, lucky?'"

CONTINUED ON PAGE 12

TEXCEL TAPE

the cellophane tape in the

CANDY- STRIPE

DISPENSER

"AT YOUR
FAVORITE
TEN-CENT
STORE!"

TEXCEL
TAPE

Seals and
Mends

TEXCEL TAPE

STICKS WITH A TOUCH!

TEXCEL TAPE

ON STATIONERY
AND DRUG COUNTERS!

Texcel Tape is available everywhere
in 15¢, 25¢ and 39¢ sizes

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You'll be happier with a HOOVER

*Whichever type
you prefer*



Model 28 . . . Hoover's new popular-priced Triple-Action Cleaner, with the exclusive Hoover cleaning principle—it beats, as it sweeps, as it cleans. Rolls easily. Gets deep-down dirt to prolong rug life. Keeps rug colors bright. **\$74.95**
Cleaning tools in handy kit. \$19.95



Model 50 . . . Hoover's great new cylinder cleaner. Easiest-to-use cleaner of its type. Cleans by powerful suction. Features include the exclusive new Dirt Ejector, end and top carrying handles. Complete with cleaning tools in handy kit, including Mothsmixer and sprayer. **\$79.50**

Think of how seldom you buy a cleaner, and think of how often you use it. So think before you buy. Everyone knows that Hoover is the best. Forty years of manufacture and more than eight million Hoovers sold have proved it. Why take less than Hoover when it offers you a complete choice—two types, four models. Call your Hoover dealer now for a home showing of any model.

Get happier today



Get happier ironing, too. See the great new Hoover Iron at leading stores. "Feel" the difference. So light, slick, quick, well balanced. Exclusive easy-to-read Pancake Dial gives positive heat control. Fast, even heat in every inch of ironing surface.



Model 115, Hoover, Junior. Low and trim, it is ideal for small homes, handy for all homes. Cleans far bigger than its size. With Hoover's exclusive Triple Action—it beats, as it sweeps, **\$59.95** as it cleans. Only.
Cleaning tools extra.

Spray your
perspiration worries away
with
Stopette
SPRAY DEODORANT

Wonderful
FOR WOMEN!

Stopette's
mist-fine spray
stops odor and
perspiration instantly!
Composed of kindest
to-skin ingredients.
Safe for clothes.

Wonderful
FOR MEN!

No goosy cream—no
sticky fingers! Stopette
sprays on, dries instantly
—protects for
days!

Stopette
SPRAY
DEODORANT

Stopette
SPRAY DEODORANT

No messy,
sticky fingers
when you apply
Stopette Deodorant!

Invisible Stopette mist dries
the instant you spray it on...
stops odor at once... leaves no
trace on skin or clothes.

You can't spill Stopette—it can't
dry up—thanks to its airtight, un-
breakable bottle. Economical, too
... 1,000 applications per bottle.
Your favorite drug or cosmetic
counter has Stopette... try it today!



JULES MONTENIER, INC.
CHICAGO

LIFE'S REPORTS CONTINUED

He said, "That cattle I bought off you, the very next day after I bought 'em the price went down and it hasn't been back up since." Well, you know, back there before the war I bought 12 cows for \$114. Last month I sold one of those 12 cows for \$162. She'd given me a lot of good calves, too."

We talked about the state of the nation and it did not take Kay long to swing the conversation over to government spending and the national debt.

"You'll never see that debt paid off in your lifetime," he said. "Once a man gets into debt, he never gets out of it. Ain't that right, Gene?"

"That's right, John," Dunn said.

"Our state legislature here in Indiana is always talking about raising money with bond issues. Once they do that, the state will go into debt forever. They ought to raise money with sales taxes. Nothing wrong with taxes when they're necessary, is there, Gene?"

"That's right, John," Dunn said. "Paying taxes is a privilege. Of course, the way these federal taxes are now, it takes away a man's incentive. Every small boy in this town should be able to become another Henry Ford, if he wants to. The way taxes are it can't be done."

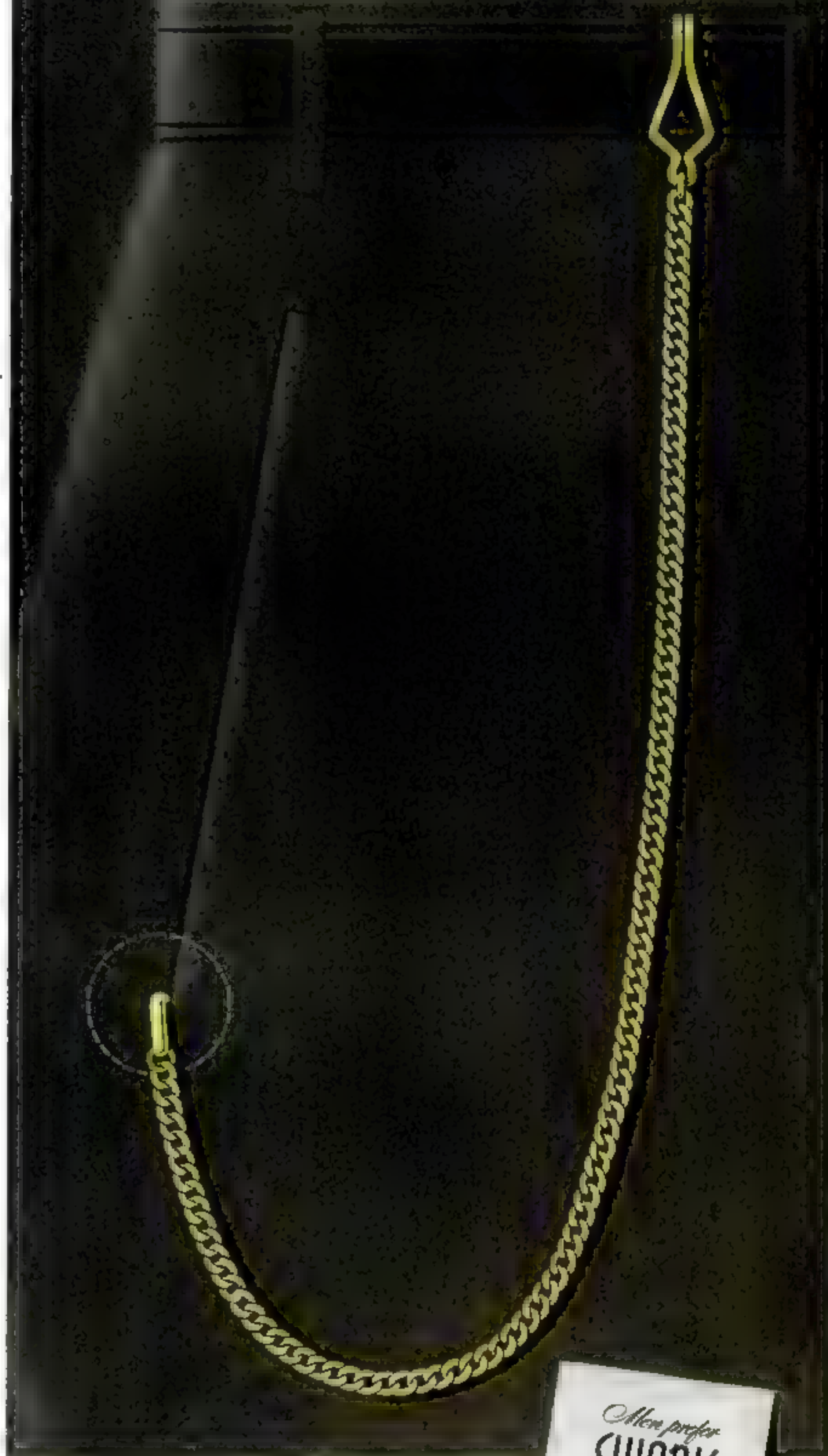
"You wouldn't have those taxes if the government was on a sensible financial basis," Kay said. "Tell you what I'd do. If the private citizens of this country would get together and raise a fund of money between them to pay off the government's bills I'd give them every cent I have. I don't suppose it could be done, though. I don't suppose there's that much money in the country. But something ought to be done to bring back free enterprise."

"John is a great believer in free enterprise," Dunn said. "Don't think much of working for other people, do you, John?"

"That's right, Gene, I sure don't," Kay said. "Let me tell you about the last time I worked for a man. It was 46 years ago. I was farming, though I didn't own my own place yet, and I had four kids then. I needed some extra money to buy the kids Sunday clothes. Well, I went to work for this man, grubbing for 75¢ a day. Grubbing is pulling out brush by the roots. I worked a long day for that 75¢ too. One day it rained and I went into his barn until it stopped. Then I went back to work again. The sun started to beat down on me—it was July—but the brush was still full of water from the rain and when I touched it, it drenched me with water from head to foot. I didn't

CONTINUED ON NEXT PAGE

It works like magic!



Men prefer
SWANK

*Makes chain
drape correctly*

*Makes keys feel
feather-light*



Only SWANK chains have
the Anchor that assures a graceful drape;
that suspends keys in the pocket. And only
SWANK chains have the Quic-Key ring that allows
any key to be removed without disturbing the
others. It's smart to wear a SWANK Anchor key chain.
Available in a variety of patterns. \$1.50 to \$12.50

Prices subject to Federal Tax

Always look for the name **SWANK** on all our products **SWANK** — © Swank, Inc., Attleboro, Mass.

900 ROUNDS!

THAT'S HOW AMAZINGLY LONG THIS PORTABLE RADIO BATTERY LASTS!



● It's got the power! It lasts...and lasts...and LASTS. Like all "Eveready" radio batteries, the small "Eveready" "B" battery for portable radios is a battery with "Nine Lives." Ever notice how an active cat will take a cat nap... then wake up and bounce back with new pep?

This battery works on the same principle...recovers power (see note below) between uses. Bounces back for extra life! So much extra life that the battery shown lasts 900 rounds of boxing - and larger sizes more than 3600 rounds. Insist on "Eveready" batteries - for longer life.

NOTE—Technical explanation: due to the electrochemical regeneration of the depolarizer.

THE BATTERY WITH "NINE LIVES"

The registered trade-marks "Eveready" and "Nine Lives" distinguish products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

*With a radio of average drain.
Figures based on 3-minute rounds.

LIFE'S REPORTS CONTINUED

like it. Well, I happened to look up and I saw a tree with transparent apples on it, the ones that ripen in the early summer. I got to thinking about them apples. I went to the man and told him I was quitting. I said to him, "I'm not striking on you. If 75¢ a day is all you can afford to pay, I don't want you to pay more. But I have to find something that will pay me more money." He said to me, "That's all right, John. If ever you want a job again, you come on back here to me." I went to my father and told him I wanted to have him sign a note so's I could borrow \$25 from his bank. I told him I wanted to buy some transparent apples."

A brand-new, light blue sedan stopped outside the door and a boy about 18 years old in farming clothes climbed out of it and came into the store. Kay called to him.

"Hi there, sonny." He turned to me. "One of my grandchildren," he said.

"My father said he'd sign the note," he continued. "I went to two farmers I knew and said I'd buy transparent apples off of them if they'd pick them and deliver them to me here in town the next day. Then I went up to the bank in Spencer and collected my \$25. I got the apples at 20¢ a bushel. Cost me \$20 for 100 bushels. I'd gotten the extra \$5 so's I'd be able to buy a few more apples if they had them, but they didn't. I shipped the apples to a dealer in Indianapolis and he sold them for \$1.82 a bushel. After I paid the shipping costs and the dealer's commission, I had a profit of over \$100. That was my first taste of free enterprise and I liked it. After that I never worked for anybody but myself the rest of my life."

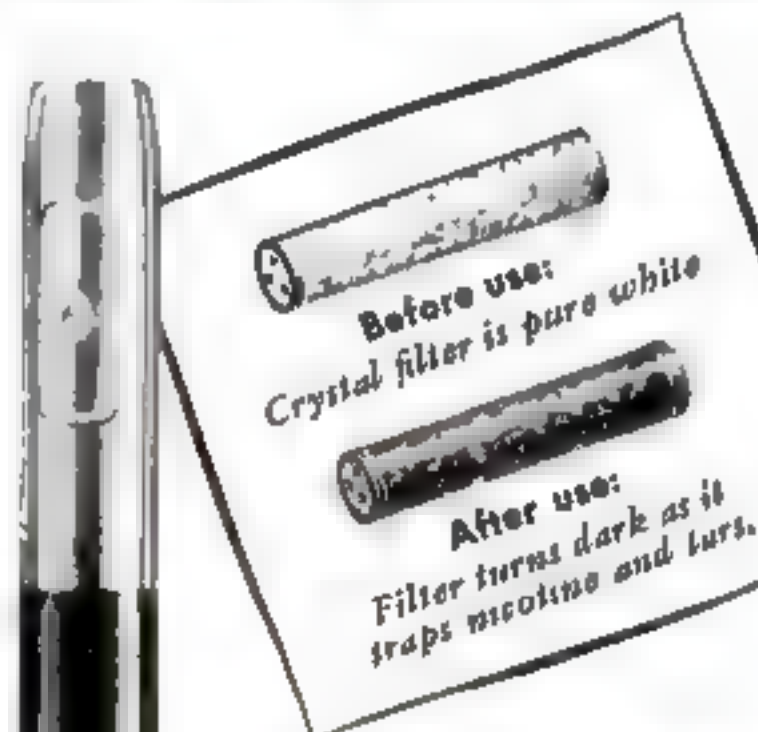
"Were you ever in debt after that?" I asked.

"In debt?" Kay said, sitting up stiffly in his chair. "Me in debt? Let me tell you something. When I started storekeeping I had \$1,332 and 11 kids to support. The whole 35 years I was in business I paid every bill at the end of the week, due or not. Never let a bill run over one week. I sed to annoy the wholesalers sometimes. They didn't want to be bothered taking money so often but I made them take it. My son here runs his business the same way. You know I arranged with the bank so any member of my family could write a check for me. One day a salesman came into the store here to deliver some goods and there was nobody here but my 15-year-old daughter. He said to her, 'That's all right. I'll see your daddy next time I come in.' But do you think she'd let him out of the store without pay-

If you have SINUS trouble



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



The irritants trapped by the crystal filter never reach your nose and throat. Your cigarettes taste smoother, milder, better! You'll be delighted at the difference Denicotea makes.

Denicotea holder, with aluminum ejector, \$2.00

Lady Denicotea, longer, slimmer, with gold tone ejector, \$3.50

At stores everywhere

dunhill
DE-NICOTEA
Crystal Filter Cigarette Holder

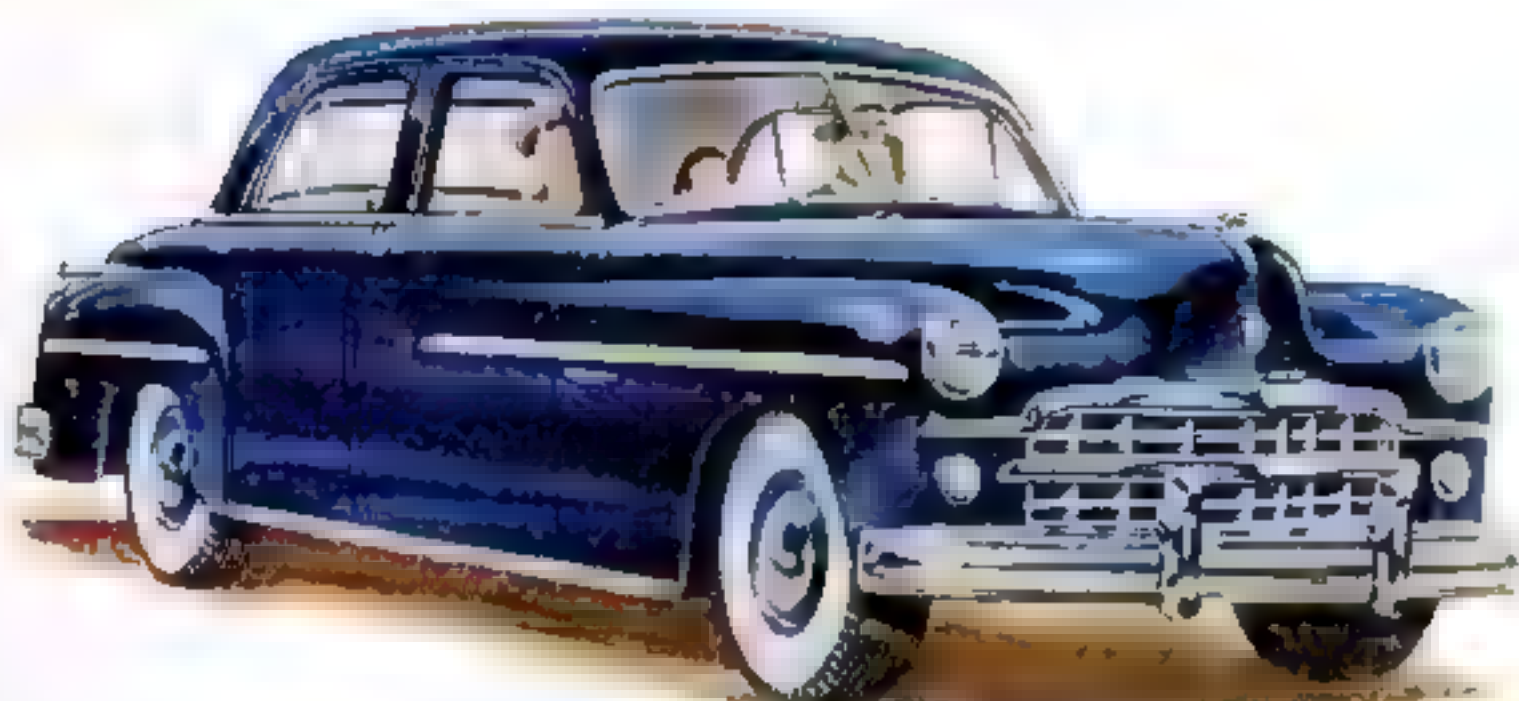
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RIDE *in the new Dodge!*

..TWO DARING NEW MODELS THAT EVERYONE'S TALKING ABOUT!

Bigger Three Ways

LONGER on the inside . . . **SHORTER** outside!
WIDER on the inside . . . **NARROWER** outside!
HIGHER on the inside . . . **LOWER** outside!



The Exciting New Dodge MEADOWBROOK

Here's the car that dares to be different! It's the new Dodge—bigger three ways! Longer . . . wider . . . higher on the *inside* to give you extra head room and leg room. Yet on the *outside* it is actually shorter, narrower, lower to make all handling easier!

Windshield is larger . . . doors open wide for easier entry. Seats are many inches wider . . . "knee-level", too, for full leg

support. You ride relaxed . . . comfortably "cradled" between the axles. In the new Dodge, *your* comfort comes first!

Powering both the new Dodge Coronet and new Dodge Meadowbrook is the famous Dodge "Get-Away" Engine . . . high compression engineered for extra power and greater gasoline economy.

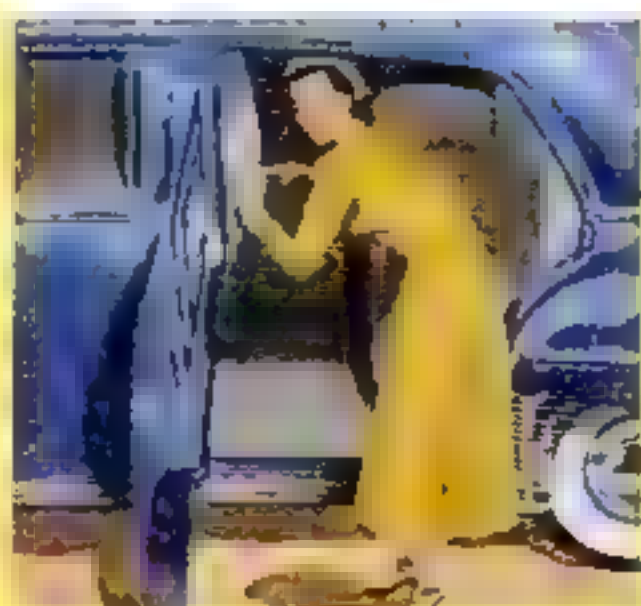
Ride it, drive it! See how much more your money buys in the daring new Dodge!



The Beautiful New Dodge CORONET



"KNEE-LEVEL" SEATS give the natural distribution of body weight that makes your living room chair so comfortable.



DOORS OPEN WIDE—You step in or out without wrinkling or mussing clothes. Arm rest is on door . . . out of way.



"GET-AWAY" ENGINE—for flashing pickup . . . faster acceleration. Higher-compression engine squeezes extra miles from each tankful of gas.

The Daring New **DODGE**

gyrol Fluid Drive plus GYRO-MATIC
Frees You from Shifting

OPTIONAL ON CORONET MODELS

It's Thriftier, it's Tastier -- it's Treet!



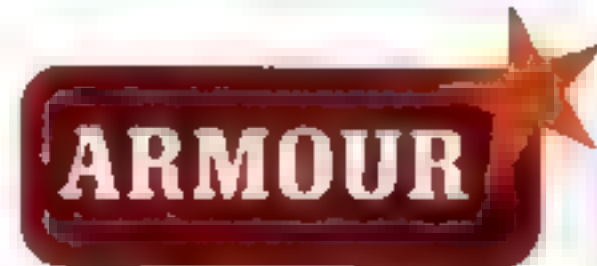
Some like it hot . . . and here's that unmatched Armour blend of tender pork shoulder and sugar-cured ham in a fix-easy feast that makes all eyes stop, look, and glisten! Just top Treet squares with half apricots, stud with cloves. Glaze with brown sugar and apricot syrup. Bake at 400° F. for 20 min., basting occasionally. Dip bananas in beaten egg, roll in mixture of crushed corn flakes and melted butter, bake last 10 min. with Treet squares. (Treet's all rich, nourishing meat). Flash! Treet now slips out of tin *whole* with new Middle-of-Tin Opener!

Some like it cold . . . but cold or hot, you've got meal-time magic at your fingertips when Treet's on your pantry shelf! In mere minutes you can whip up good-lookin', grand-tastin' meals with thrifty *all-meat* Treet. (See how the new Middle-of-Tin Opener brings Treet out *whole*!) For Treet-wiches pictured: cut Treet into thin slices. Put together like sandwiches with 1 pkg. Cream Cheese softened with 1 tbsp. drained horseradish. Just grand with avocados and melon balls! (Treet's so good *so many ways* baked, broiled, or fried). Try it!

Tune in STARS OVER HOLLYWOOD — CBS Saturday



The best
and nothing but the best
is labeled.



© ARMOUR AND COMPANY

New! Middle-of-the-tin opener!
Only Armour has it!

PRESENT FOR A JUNE BRIDE



Here's a gift that's bound to be appreciated—a handy little "hostess" chest that will chill bottled beverages quickly when she entertains, hold lots of extra ice and relieve her crowded refrigerator over weekends. She'll love it! Inexpensive, too! Just ask your local Ice Company about it.



USE PLENTY OF Genuine* ICE

*"Genuine ice" is the pure, crystal-clear, taste-free, hard-frozen, slow-melting kind supplied exclusively by your local Ice Company. Call on them for genuine ice for every cooling need.

NATIONAL ASSOCIATION OF ICE INDUSTRIES
1706 L Street, N. W., Washington 6, D. C.

LIFE'S REPORTS CONTINUED

ing him for those goods? No, sir. She made him stand there while she wrote out a check for him. Salesman couldn't get over it. He told everybody about it." Kay pulled a plug of Mail Pouch tobacco from his pocket, bit off a conservative chew and tucked it into his right cheek.

"Eleven children and not one black sheep among them," Dunn said to me. "That's a pretty good record, ain't it? Of course, I always say a man can't do well unless he has the right kind of a partner to help him. John's wife is a fine woman."

"That's right, Gene," Kay said. "She is. Eleven children, nine still living. All good ones. If I needed \$5,000 tomorrow I could get it off any one of them. Not that I would need it. I go around in these old clothes but I'm well off. I could dress up if I wanted to. I got two suits hanging up there in the closet that cost \$45 apiece. Yes, sir, I got one son a doctor in Ohio, another one a supervisor of schools in West Virginia. One's a contractor here, doing right well—he's the father of this boy I just spoke to. And this other one who runs the store now. I sold it to him a few years back. Made him pay a good price for it, too. And speaking of the store, you know when I started with that \$1,332 I knew nothing about the merchandising business. Never worked in a store in my life. I went up to Indianapolis to buy stock—dry goods and shoes. I said to the salesman, 'Now listen, I'm up here to buy some stock. I don't know anything about prices or what I should buy. You can cheat me now and I won't know it. But,' I said to him, 'if you cheat me now, I'll find out about it later.' That salesman promised he wouldn't cheat me. So I gave him \$350 and told him to pick out what I'd need."

Like many Americans, Kay is still talking about the last presidential election. A staunch, conservative Republican, he refuses to admit that it spelled the doom of his party. He feels that Truman, whom he regards as a deluded internationalist, will lead the country into another depression that, in turn, will bring the Republicans back into power. He thinks that the Republicans would have won last fall if Taft had been their candidate.

"Taft is a smart man," he says. "I notice they haven't been able to do much to his labor bill. Of course, the smartest man in the United States today is Hoover. We'd have pulled out of that depression sooner if we'd re-elected him in 1932. He'd have had sense enough to let things alone and let everything work itself out. But Roosevelt got in there and

CONTINUED ON PAGE 20

JAYSON WHITEHALL

...Because it fits to Perfection



THE SHIRT THAT GIVES MOST FOR THE MONEY!

Made of IMPORTED EGYPTIAN COTTON—worth twice as much as cotton used in even higher priced shirts! Scientifically tailored to conform to body lines!

60% STRONGER... Egyptian Cotton's longer fibre makes Whitehall 60% stronger by test* than shirts at higher prices. **WEARS MUCH LONGER.**

GREATER PERMANENT LUSTRE... Sparkles more brightly even after a year's laundering. Lustre can't wash out. Smoother, richer, luxury look and feel thru-out its longer life.

DEMAND THE PERFECT FIT OF JAYSON WHITEHALL... THE LUXURY SHIRT AT THE ECONOMY PRICE—In Broadcloth or Oxford—all popular collar styles.

ONLY \$3.95



*Hatch Yarns Research, Tensile Strength Test, Fabric shrinkage less than 1% by Government Standard Test.



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SHIRTS • SPORTWEAR • PAJAMAS • MAKERS OF *Excella* Shirts

*The milder smoke
that lets you*

Inhale to

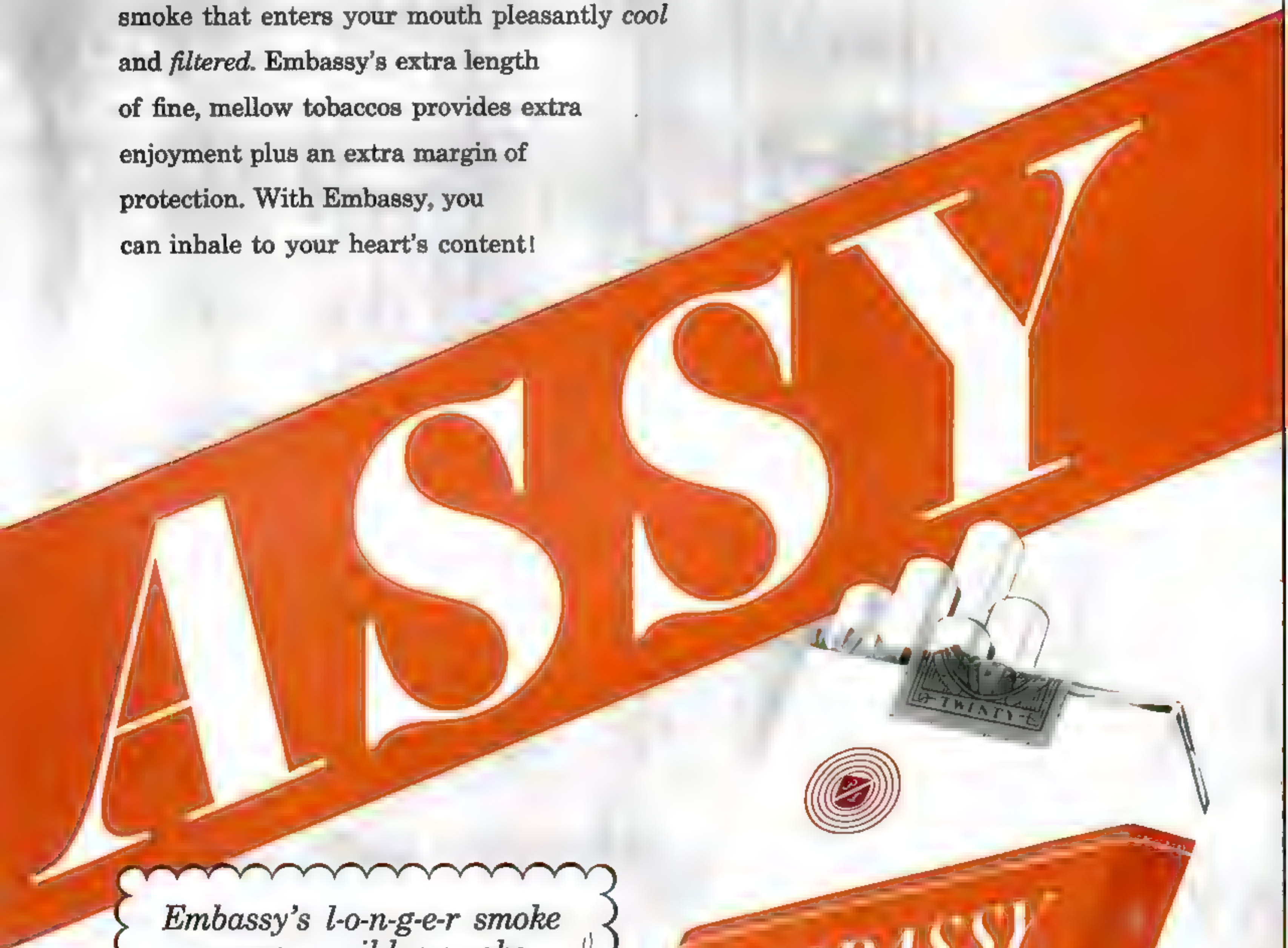


New!

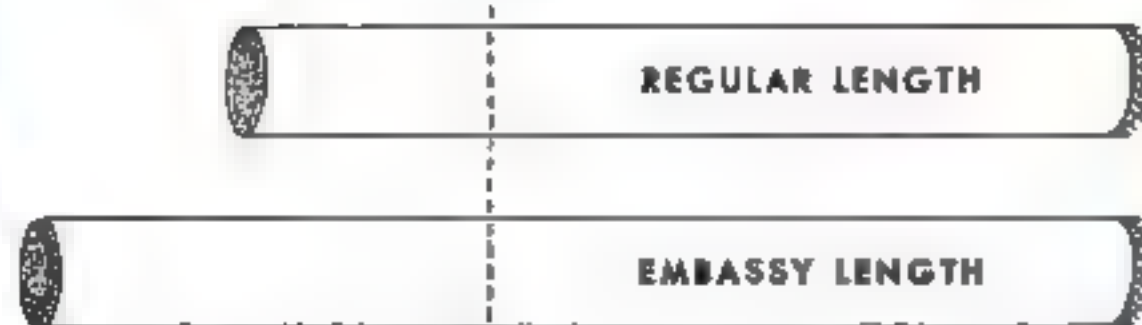
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your heart's content!

Good News! A really mild, flavorful smoke that enters your mouth pleasantly *cool* and *filtered*. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. With Embassy, you can inhale to your heart's content!



Embassy's l-o-n-g-e-r smoke means a milder smoke



Make this comparison. Smoke Embassy the *same* length you'd normally smoke any regular-length cigarette. Discover for yourself... Embassy's l-o-n-g-e-r filtering range gives you a cleaner smoke... a pleasantly cooler smoke of *unequalled mildness!*



KING SIZE
Cigarettes

EMBASSY

PRODUCT OF
R. J. Reithard Company
Established 1760



Chicken (OR TURKEY) Luncheon Ring

2 cups tomato juice
1/4 teaspoon pepper
1/4 teaspoon onion salt
1/4 teaspoon celery salt
1/4 teaspoon Worcestershire sauce
1 envelope unflavored gelatin
1/4 cup cold water
Chicory
Ripe olives
6-oz. can Swanson Baked Chicken
*Salad dressing

Combine tomato juice, pepper, onion salt, celery salt and Worcestershire sauce. Bring to boiling point. Soften gelatin in cold water; add hot tomato mixture. Stir until dissolved. Pour into ring mold that has been rinsed in cold water. Chill until firm. Unmold on serving plate; garnish with chicory and olives. Fill center of ring with chicory and pieces of chicken. Garnish with dressing. Serve with additional dressing. Serves 6.

*Salad Dressing

Whip 1/2 cup heavy cream; add 1/4 cup mayonnaise or salad dressing and 1 tablespoon prepared mustard.

New Easy Way to Enjoy Chicken!

SAYS PENNY THE SWANSON HEN

It's all meat, it's cooked and it's ready to serve—wonderful Swanson Baked Chicken (or Turkey)—delicious new discovery for quick and easy meals. Sealed in the container and pressure-cooked in their own rich natural juices.

There's no work, no waste when your main dish is made from one of these wonderful Swanson products. An inspiration for salads, sandwiches, croquettes, pot pies and casseroles. Cost is less than home cooked poultry!



Ready-to-Serve
or Quick Frozen



SWANSON

CHICKEN ★ TURKEY

C. A. SWANSON & SONS... OMAHA, NEBRASKA

LIFE'S REPORTS CONTINUED

just made the depression last longer."

I asked Kay if he had ever voted for a Democrat.

"Once," he said, with regret in his voice. "A fellow who was running here for county commissioner. The Republican running against him was a bootlegger—it was during prohibition—and he didn't trade with me. The Democrat was a friend of mine. I said to myself, I can't turn him down."

A young boy came marching into the store and dropped an Indianapolis newspaper on Kay's lap. As he started to walk out, Kay called him back.

"Now don't frown," Kay said, reaching into his pocket and slowly pulling out a small, worn leather purse. "Every Saturday he comes in here with that newspaper and I see a little frown come over his face. He's afraid I'm not going to pay him. This is the only bill I run up these days. Forty cents a week for newspapers. Rest I pay cash. If Truman ran the government the same way, we'd all be happier. That's some budget he's got. I don't mind a man spending money as long as he's got it. When he starts spending what he hasn't got, that's when the trouble starts."

He carefully removed from his purse a quarter, a dime and a nickel and handed them to the newspaper boy and snapped the purse shut with a firm click. He looked at the clock on the wall and folded his newspaper neatly.

"I must be leaving you," he said. "Time to milk my cow. I call her Fillerbucket. There's only my wife and me at home now and we only use one cow. We only eat a pound and a half of butter a week between the two of us and there's a lot of milk left over. Eggs too. My wife sells them and does right well for herself. She's always got more money than I have. Sometimes I have to borrow from her. Hate to do it, though."



DOWN ON FARM which he still runs with his wife, Kay draws from tank a bucket of water for chickens.

Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.

See your Hartford agent
or insurance broker

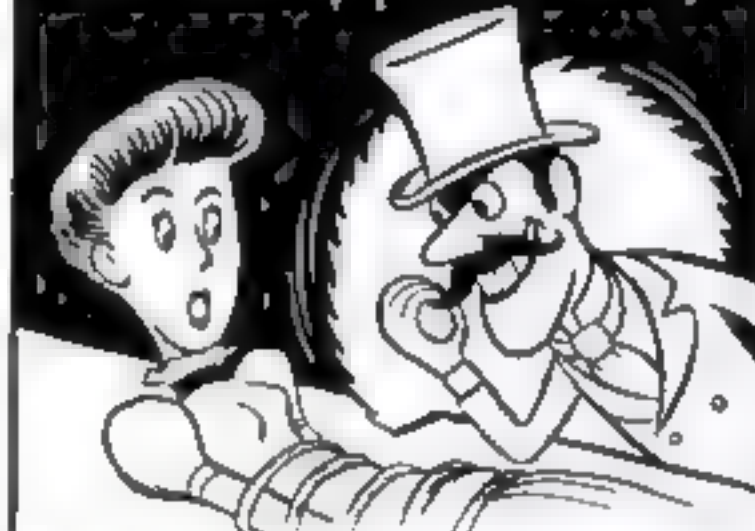
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INSURANCE COMPANY**

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INSURANCE COMPANY**

HARTFORD 15, CONNECTICUT

"and now my proud beauty..."



—let's enjoy that swell
cheese flavor of CHEEZ-ITS!



**GOOD
any old
time!**

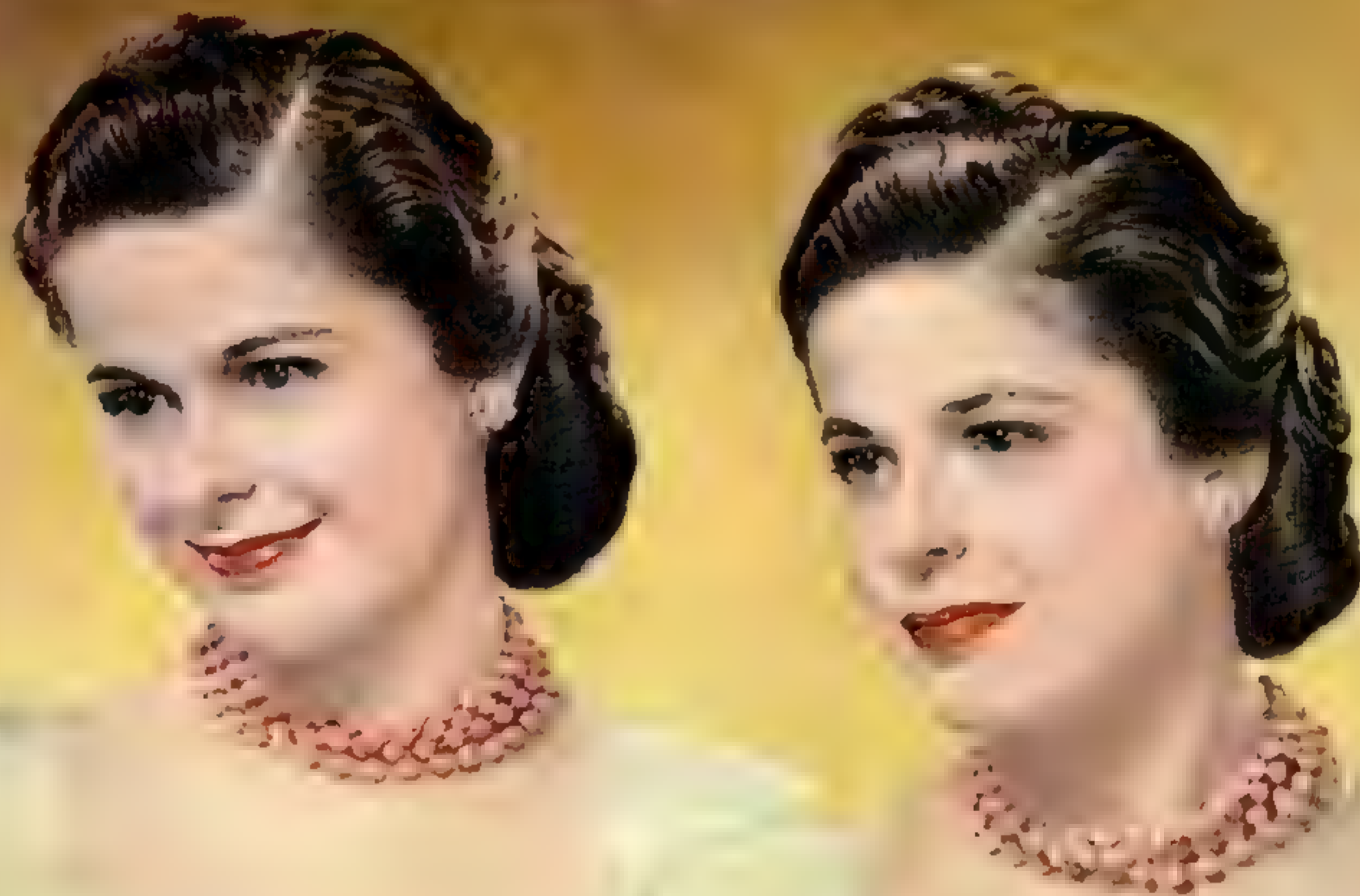
America's
largest
selling
cheese
cracker!



A Quality Product of Sunshine Biscuits, Inc.

Which Twin has the Toni?

...which has the Toni? ...which has the Toni?



Here's why more than 2 million women a month choose Toni Home Permanent

It's the Wave with the Natural Look! There's no frizziness with Toni. On the very first day your Toni curls feel wonderfully soft. Your waves comb right into place. Because the famous Toni Waving Lotion isn't harsh like hurry-up salon type solutions! It's so mild and gentle it just coaxes your hair into waves—the most natural-looking waves you've ever had!

It's Guaranteed to Last for Months and Months! Toni is a creme cold wave that lasts till the hair grows out and is trimmed off. What's more, a Toni is guaranteed to look every bit as lovely as the most expensive beauty salon wave—or your money back.

It's The World's Most Popular Permanent! Women prefer Toni because you can get just the amount of curl you like—from a loose, casual wave to a halo of lovely ringlets. Toni has already given millions of perfect permanents. Including every type of hair that takes a permanent—even gray, dyed, bleached or baby-fine hair. So it's no wonder more women use Toni than all other cold waves combined!

Which Twin Has The Toni? Pretty teen-agers, Kathlene and Helene Crescente of Ridgewood, N.J., like soft, natural-looking permanents. That's why Kathlene, on the right, is so pleased with her Toni! She says, "I never knew a permanent could look so natural right from the start!" And Helene says, "It's Toni for me, too, from now on!"



TONI TWIN HUNT TOURS THE U. S. A.

in search of America's loveliest twins!

*

Calling all Twins!

Girls! Enter This National Twin Contest

WIN A FREE TRIP TO SOUTH AMERICA

and other exciting prizes!

Write today to:
Toni Twin Hunt
Merchandise Mart
Chicago 54, Ill.

The wave that gives that natural look . . . Toni



Enriched bread (the kind a baker bakes) gives you more energy for less money than any other basic food, and Cinnamon Toast is a delicious way to enjoy it.

YOU NEED SOMETHING THAT A BAKER MAKES to make each meal complete



EGGS

You are eating a delicious combination of these good foods when you eat bakery foods. That's why you need something that a baker makes to make each meal completely *satisfying*; completely *nourishing*!

THE BREAD that helps balance your diet helps *balance your budget*, too!

Penny for penny, it gives you more of the things your body needs—more generously—than any other food you eat at every meal.

And bread is *no more fattening*, according to nutritionists, than any other food that gives you equal energy.

So—*eat more bread!* Eat it for *energy*. Eat it for *economy*. Eat it for *enjoyment*—the enjoyment that you get from *all* the good things that a baker bakes for you.



THE BAKERS OF AMERICA

... who do your baking for you with the same high quality ingredients you would use; bake fresh daily with the same care you would take.

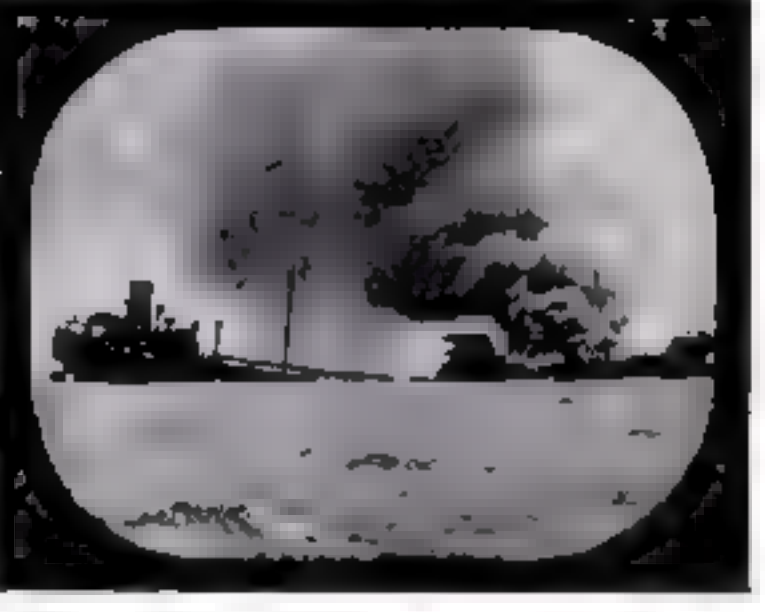


Sweet Rolls, Doughnuts and Coffee Cake are other good beginnings for an *energetic* day. Good ways to *pick up energy* between-meals, too! Enjoy them often. And to *double* your enjoyment—to save yourself time and toil and trouble in the kitchen—*buy them baked!*

ON TELEVISION
Thursday, May 19th*

General
EISENHOWER'S
"CRUSADE in
EUROPE"

Chapter No. 3
of 26 chapters
AMERICA
GOES TO WAR



Fear of Jap Invasion . . . Churchill and Roosevelt meet . . . troops cross Atlantic . . . startling pictures of U-boat attack on Allied transport . . . captured German film showing frightening power we faced.

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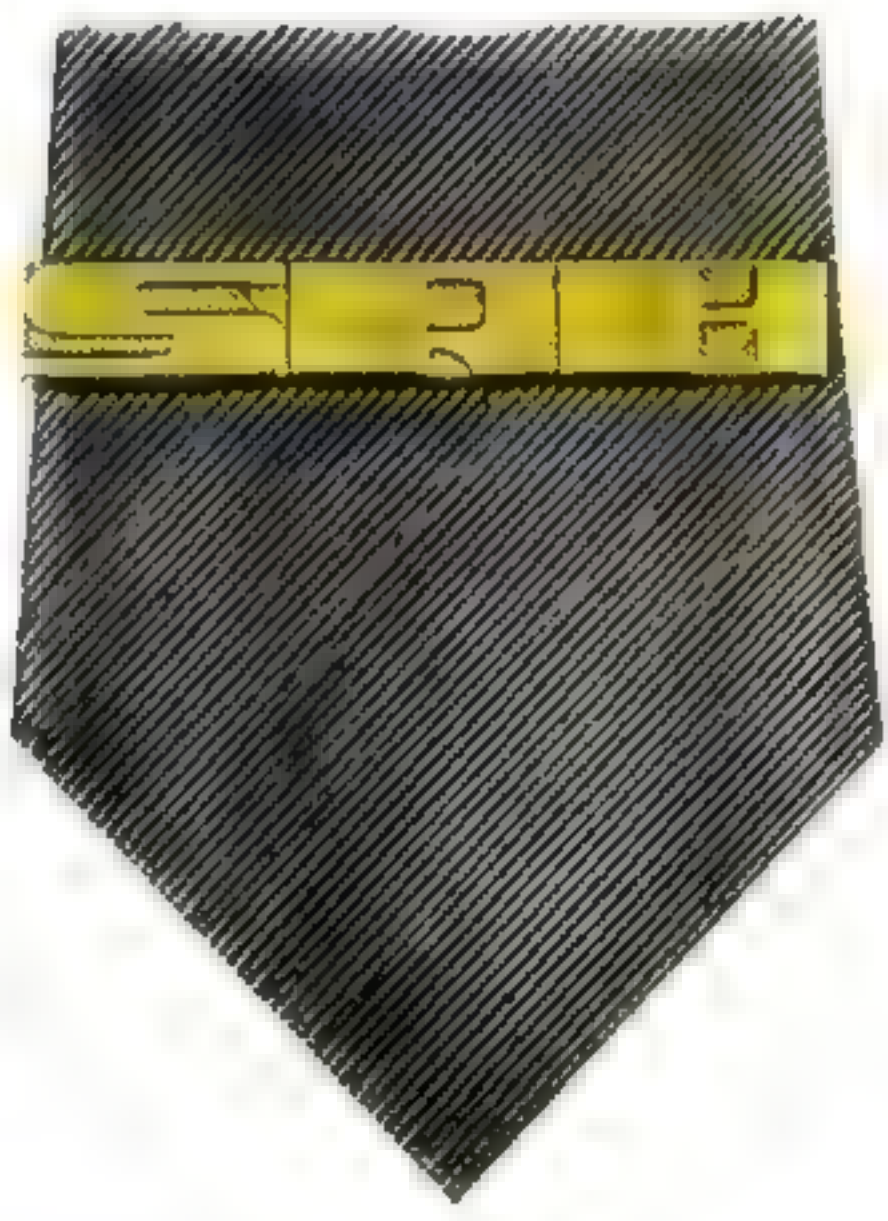
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Now...they'll admire your curves



The gals will think you can afford to have your jewelry
custom-made, when they see you sporting
this new "Curved Initial" Tie Bar by Hickok.

All three of your initials stand out in bold
three-dimensional letters . . . in a style that looks
like *ten times* its modest price of \$2.50, plus Fed. Tax.



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ACCESSORIES MAKE THE CLOTHES

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MAKES THE FINEST ACCESSORIES

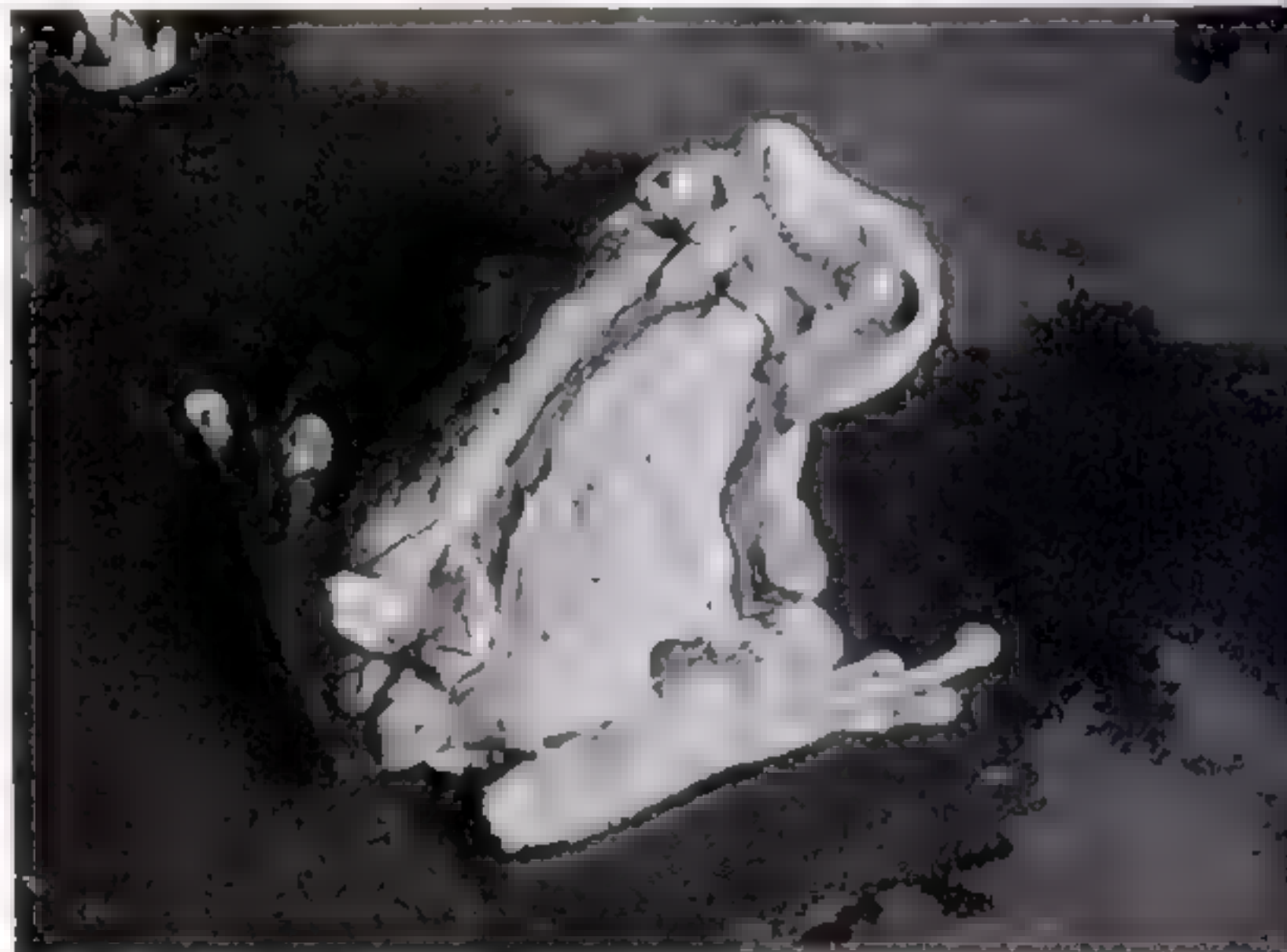
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A NEWBORN BABY FROG LANDS ON ITS MOTHER'S EYE AFTER POPPING OUT OF THE POUCH ON HER BACK. THE MOTHER FROG, STILL IN



THE PREGNANT FROG begins labor as the "zipper" down the middle of her swollen back starts to separate. The babies lie in pouches along each side of her backbone.



THE FIRST BABIES appear as the zipper opens wide. After some nervousness at the beginning, the mother frog crouched stolidly and showed no emotion as young emerged



LABOR, LOWERED HER EYELID BUT DID NOT BLINK THE OTHER EYE

SPEAKING OF PICTURES...

... A FROG PRODUCES BABIES FROM POUCHES ON HER BACK

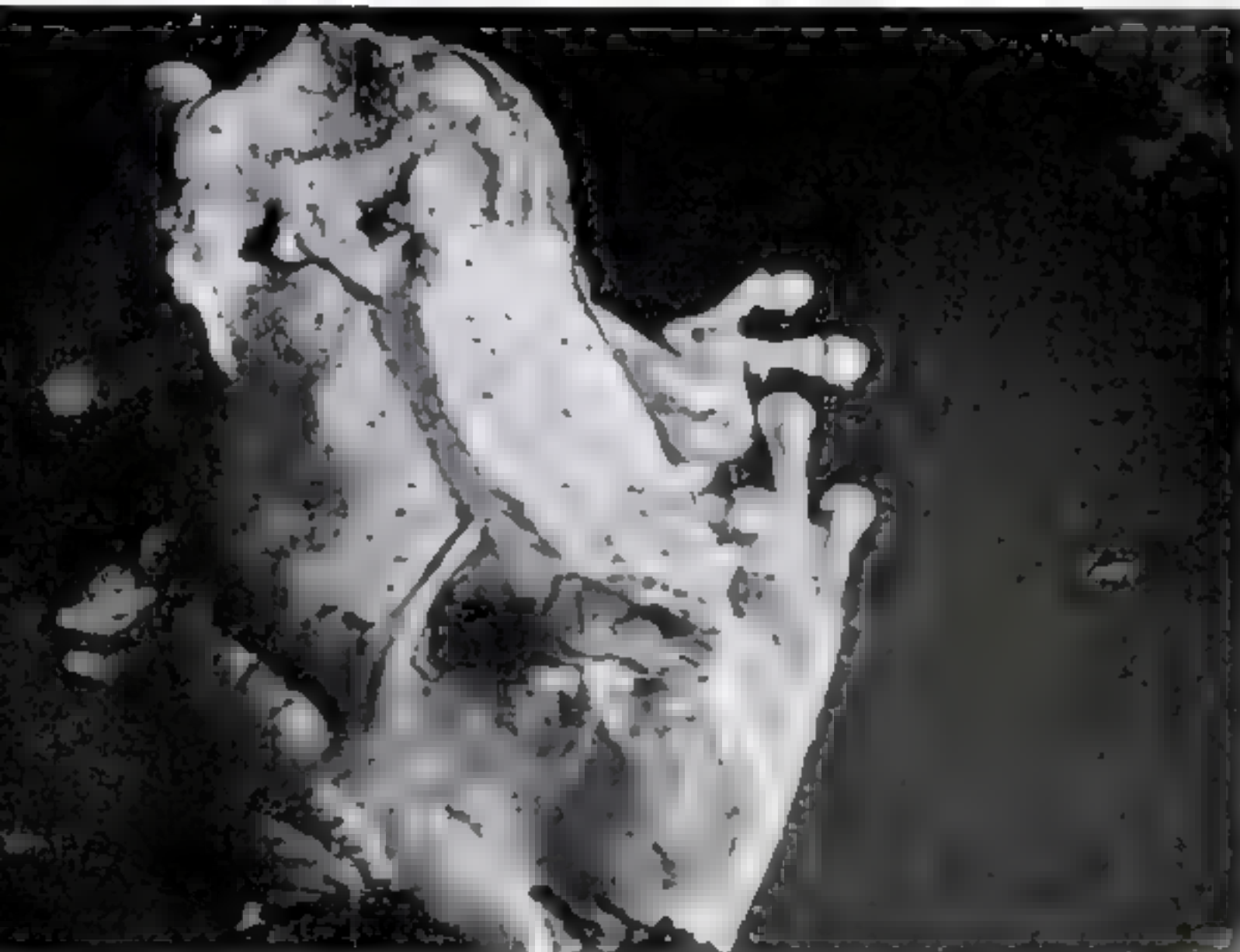
The young frog in the picture at the left giving his mother an experimental poke in the eye is only a few minutes old. He is one of a brood of 21 lively baby frogs, but the strange manner of his birth rather than the size of the litter is what makes him unique. Because he is a *Gastrotheca*, or great gray marsupial tree frog, he has emerged alert and fully formed from his mother's back, having spent his egg and tadpole days in a comfortable pouch under the skin there. No other frog can make this claim.

These pictures of the birth of a litter of tree frogs were made in the Venezuelan jungle by an expedition from the New York Zoological Society, headed by Dr. William Beebe and Miss Jocelyn Crane. Although they show in detail the actual process of birth (below), they leave a substantial number of questions unanswered. Dr. Beebe can't answer them either. It is known that the marsupial tree frog lays its eggs like any other frog, but it is not known how the eggs are transferred to the pouches on the frog's back or how they are fertilized. However there appears to be good reason for this peculiar and difficult arrangement. In the high mountains of Venezuela where the *Gastrotheca* is found there is virtually no still water in which eggs could hatch and young tadpoles could grow to froghood. The mother's pouches provide such a retreat.

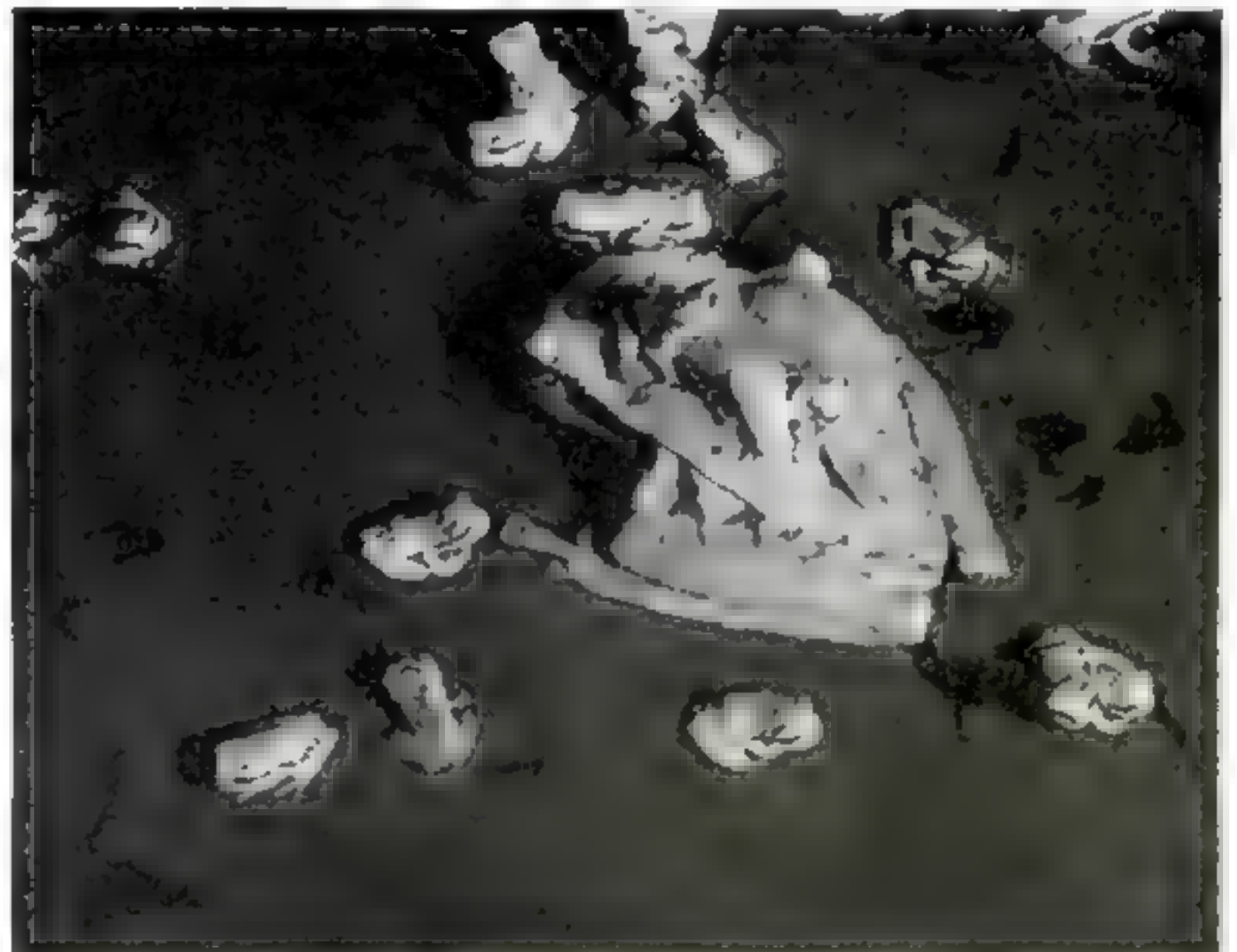
After expelling her host of youngsters, the depleted mother frog (inset, above) withdraws gloomily under a log until the "zipper" in her back contracts and seals itself. She may then be ready for a fresh batch of froglets. Meanwhile the growing babies need little care or affection. Only eight hours after birth Dr. Beebe observed one of them in valiant if unequal battle with a large and pugnacious moth, the favorite provender of tree frogs. Within 10 seconds after birth they are able to leap clear over their struggling mother. To duplicate this impressive feat a human baby would have to jump 20 feet in the air on the day it was born.



AFTER GIVING BIRTH, frog regains slim silhouette. View is from the underside.



THE GAPING POUCHES now provide an easy escape for the few remaining froglets. Two babies put their heads out and then withdraw to reconsider. They finally came out.



EXHAUSTED MOTHER slumps as last of 21 emerges. Earlier arrivals scatter, testing their long legs and trying out suction cups on toes, which are used in tree-climbing.

"JOLTIN'JOE" DIMAGGIO says:
(American League Home Run King)



"Got hair as hard to handle as a line drive...?"

"Some job—trying to tame hair that's dried out by daily showers!" says the Yankee Clipper. But you can do it the way Joe does. To handle hard-to-handle hair... to make it look good as a homer with three on, just...

"Take the Vitalis '60-Second Workout'..."



Give your hair the 100%-groomed, 100%-male look that marks headlines in sports and business. Get Vitalis today! Any drug counter.

For handsomer, healthier-looking hair

Vitalis
Product of Bristol-Myers



P. S. Your barber is an expert. He knows how to keep your hair handsome, healthy-looking. Ask him about Vitalis and the individual, sanitary Sealube application.



50 seconds to massage. Vitalis' special formula not only prevents dryness, but stimulates, refreshes your scalp as no non-alcoholic dressing can! And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.

10 seconds to comb. Now your hair looks naturally well-groomed. No greasy "patent-leather" shine—Vitalis contains no mineral oil. Just pure vegetable oil that supplements natural scalp oils...

"And make your hair look like a flag winner!"

LETTERS TO THE EDITORS

"EVERY MORNING FIXIT"

Sirs:

In "Letters to the Editors" (Life, April 25), I noticed some disagreement over the kind of car Paul Hoffman was driving.

In the spring of 1911 we purchased a car exactly like the one in the picture. At that time it was known as an E-M-F. These letters were the first letter in the name of each of the men who at that time were running the business—Everitt, Metzger and Flanders.

The car had full elliptic rear springs, and I never saw a Ford equipped like this. The transmission was also enclosed in the same housing as the differential.

We drove our car for seven years and still have in an attic the gas generator which was used to make gas for lights at night.

LEE DYGERT

Fort Plain, N.Y.

Sirs:

I owned the exact duplicate of the car in your picture. . . . Because of its initials, it was derisively known as the "Every Morning Fixit," the "Every Mechanic's Friend," the "Electro-Motive Force."

LOUIS H. PRINCE

Seattle, Wash.

● Before 1911 Studebaker was simply a sales agency for E-M-F. In 1911 it bought E-M-F and sent out Studebaker name plates to be affixed to all existing E-M-Fs. Loyal Studebaker man Paul Hoffman presumably had the new name plate on his car, but many other owners did not.—ED.



STILL A STUDEBAKER

MILTON'S MARATHON

Sirs:

Life's write-up of Milton Berle's 16-hour telethon (Life, April 25) was the first that really gave Milton Berle's wonderful job the praise it deserved. The marathon proved what a wonderful person Milton is.

JEAN LUBAS

Elizabeth, N.J.

Sirs:

I'm incensed at your report on Milton Berle's television marathon. It is unfair and misleading. He did a great job for a wonderful cause. What else could he do but hustle the guest stars along—how could any one man answer phones the way he did and stop to exchange pleasantries with guests?

BETTY KLEIN

Bryn Athyn, Pa.

Sirs:

You seem to want your readers to think that Berle performed the mara-

Fast HELP for HEADACHE



BROMO-SELTZER

FIGHTS HEADACHE THREE WAYS

For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quits Jumpy Nerves.

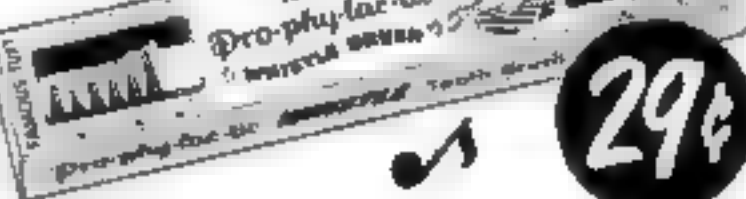
Caution: Use only as directed. Get Bromo-Seltzer at your drug store, fountain or counter today. A product of Emerson Drug Company since 1887.



IT'S NEW! IT'S FUN!



Pro-phy-lac-tic WHISTLE BRUSH



What a peach of an idea! A child's tooth brush with a two-note whistle in the handle!

Get one for your youngster today, at your drug counter. Made by the maker of famous Pro-phy-lac-tic Tooth Brushes.

NOW THEY'LL LOVE TO BRUSH THEIR TEETH!



Studebaker Champion convertible

*Studebaker's a star
in low-cost mileage!*

**New flight-streamed design
gets rid of surplus poundage...
saves you many a gasoline dollar!**

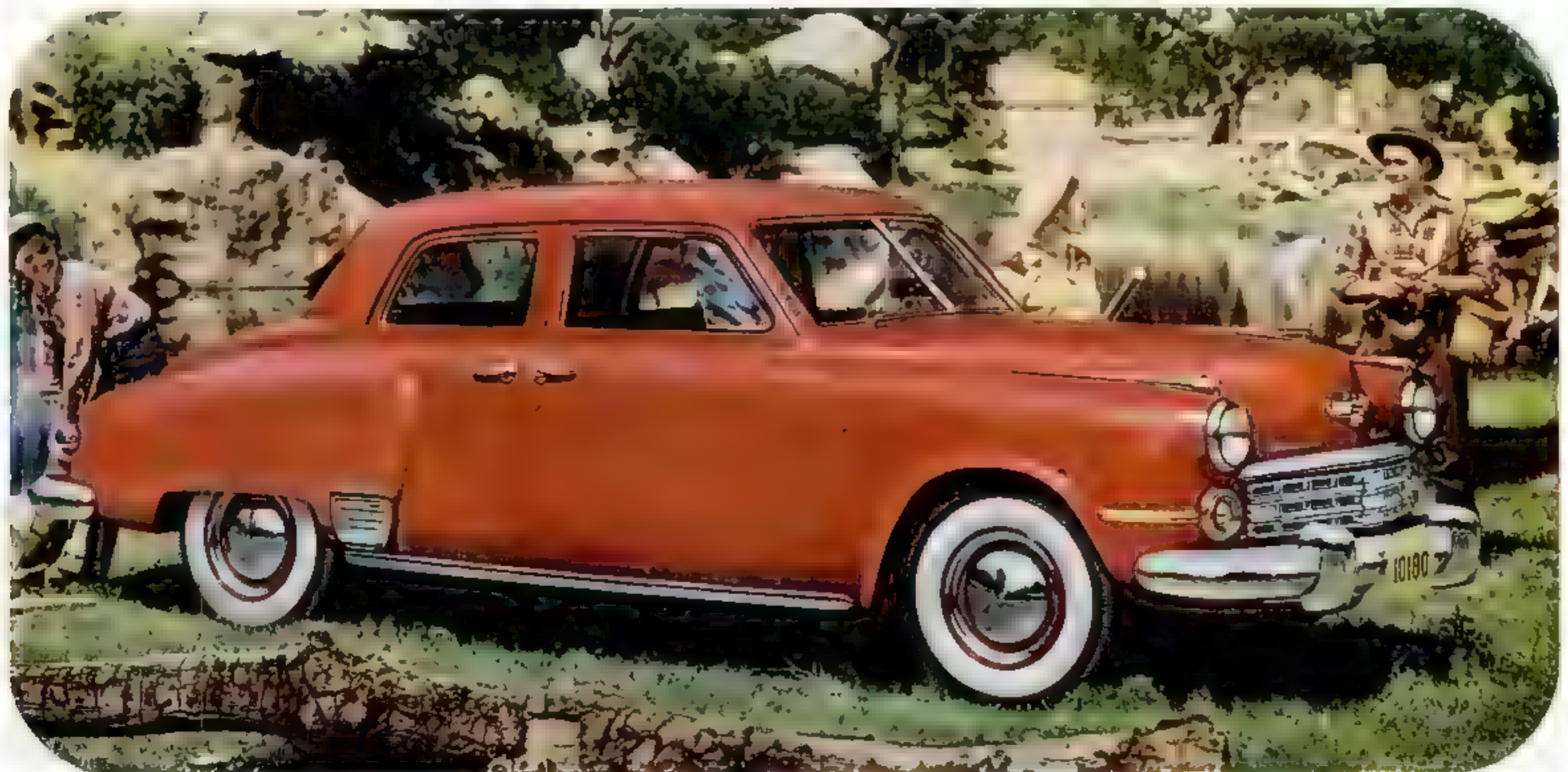
THE clean-lined look of a 1949 Studebaker tells you it's a car with the right build for thrift.

You don't see a trace of cumbersome excess bulk in those trim, graceful body contours.

What's more, there's no gas-wasting dead weight in the rugged chassis underneath. It's a far-advanced new kind of car every way—in design and in structure.

All this reduces driving costs substantially, as hundreds of thousands of postwar Studebaker owners so well know.

Talk to some of them! You'll talk yourself straight into buying a 1949 Studebaker—a new Champion—a new Commander—a special extra-long-wheelbase Land Cruiser!



Studebaker Commander 4-door sedan

White sidewall tires, wheel trim rings or discs available on all models at extra cost.
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A gem of a dessert for you!

Libby's Jewel Case

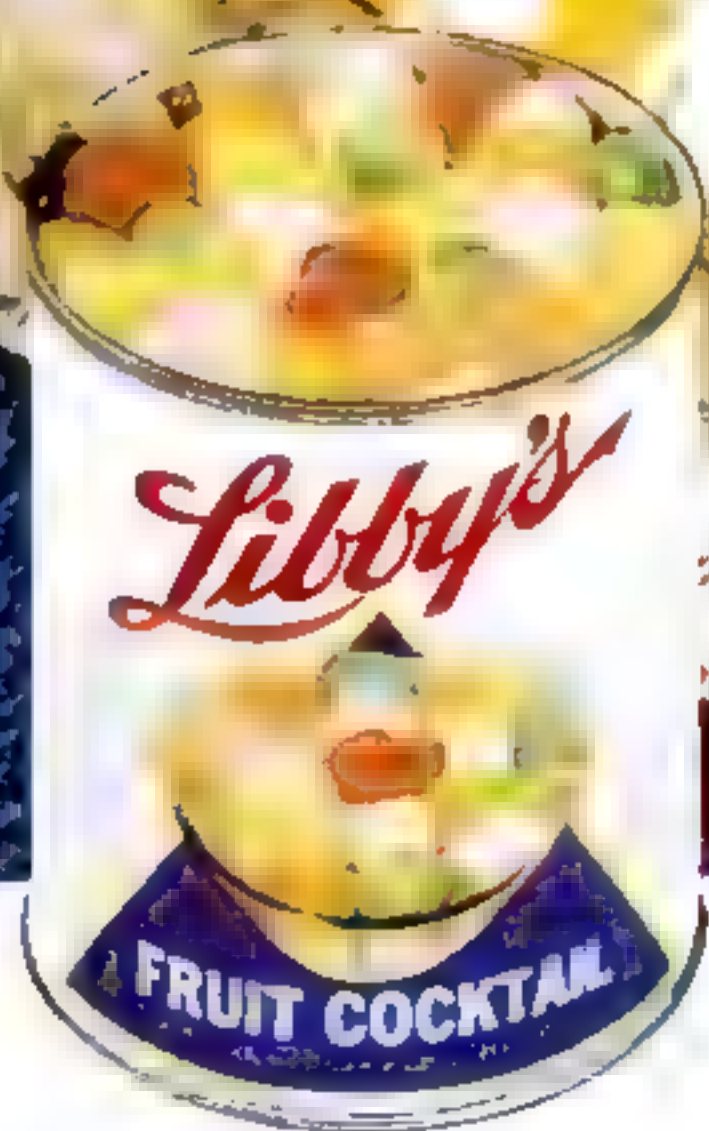
Torte

JEWEL CASE TORTE

Here's a genuine "sparkler" for your very next party menu! The flakiest, most delicious torte shell you ever tasted. And Libby's Fruit Cocktail—glazed. An extra luscious filling because Libby's cocktail fruits are real little "jewels" cut from whole, hand-picked fruits!

JUST PAT OUT THE TORTE! Sift together: 1 c. sifted all-purpose flour, 3 tbsps. sugar, 1/4 tsp. salt, 1/4 tsp. baking powder. Cut in 1/2 c. butter or margarine until mixture resembles cornmeal. Add 1 slightly beaten egg yolk and blend. Pat out in a slightly floured 9-inch layer cake pan pressing up side of the pan 1 inch. Bake in 375°F. oven 12 to 15 min. Cool slightly before removing from pan.

THE "FRENCH CHEF GLAZE" IS EASY. Drain syrup from a No. 2 1/2 can of Libby's Fruit Cocktail and heat in pan. Dissolve 1 tbsp. cornstarch in 1 tbsp. water. Blend into boiling syrup, stirring constantly. When sauce has thickened reduce heat and cook 15 min. Remove from heat. Add 1 tsp. grated lemon rind and chill. Add Libby's cocktail fruits, fill cooled torte shell and crown with whipped cream. Serve Libby's Fruit Cocktail often "as is"—as a menu starter or dessert. Libby's is the deluxe Fruit Cocktail! Libby, McNeill & Libby, Chicago 9, Ill.



It's AMERICA'S FAVORITE brand! From the world's newest and finest and largest fruit cocktail kitchens, Libby's famous kitchens in Sunnyvale, California

IN ALL FRUITS

Look to Libby's for perfection!

And for breakfast—something special!



FRENCH TOAST A LA LIBBY'S. Make French toast the usual way. Drain Libby's pick o' the crop Peach Halves and pan-brown them in butter or margarine—or simply heat in their own glorious syrup. Serve on hot French toast!



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Formal
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WEAR DRESS CHART "L"

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FORMAL
JACKET,
about
2775



LETTERS TO THE EDITORS

CONTINUED

tion for publicity. The fact that he collected more than a million dollars for cancer research is taken much too lightly. I think you owe this man an apology.

WALTER KRINSKY

Brooklyn, N.Y.

● If any apology is called for, LIFE gladly gives it. Berle's motives were worthy, his performance first-rate. —ED.

TRUST TERRITORY

Sirs:

The Pacific War Memorial, of which I am president, has reason to be grateful to LIFE for its story (April 25) on the Trust Territory of the Pacific Islands. . . .

It is encouraging to the officers and directors of the memorial that LIFE should bring to the attention of the American people in such an admirable way the responsibilities which this country has assumed in the Pacific Islands area.

ROBERT C. RICHARDSON JR.

Lieut. General, U.S.A. (ret.)

New York, N.Y.

BUSY FARMERS

Sirs:

Although I am largely in agreement with LIFE's criticism of the Brannan plan for agriculture (LIFE, April 25), I feel that you, like most city dwellers, are on the wrong track when in the final paragraph of your editorial you state that the Brannan plan would make the farm a "sure thing" and attract all lovers of "soft touches" into farming. You forget that any support or subsidy program guarantees prices or income only for what is actually produced. I know that it takes a lot of hard work, good sense and much reliance on Mother Nature to produce a good crop. If a crop fails, a farmer is not much better off with a subsidy program than without it—unless a complete crop insurance scheme is also instituted.

BRUCE LAINGEN

Washington, D.C.

LETTUCE BOX

Sirs:

Ohio State isn't the only college (LIFE, April 25) that has an unofficial student financing deal. Louisiana



State University collegians have access to the Bill Board at Jack Sabin's Gaspost Restaurant just off the campus here.

In its 60 days' duration, he has loaned more than \$1,000 and has lost only \$5. This surely beats Parker's lettuce box.

The enclosed picture shows me joining the fold, just another one of the hundreds who have gratefully made use of the Bill Board.

CAROLYN THOMAS

Louisiana State University
Baton Rouge, La.

CONTINUED ON NEXT PAGE

HARRY VON ZELL SAYS:

"EDGEWORTH

IS AMERICA'S FINEST PIPE TOBACCO

and it's always fresh in the
handy pocket pouch."



HARRY VON ZELL, famous radio personality and picture star, finds Edgeworth's high grade blend packed with real pipe comfort. "And," says Harry, "that pouch is a joy to carry! It's easier to fill my pipe—and it fits snugly in my pocket."

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HERE'S THE GREATEST PIPE OFFER EVER MADE...



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12 pocket pouches of
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Cool-smoking pipe with
brightly polished alumi-
num shank and genuine
imported briar bowl.

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For Pipe Comfort Smoke EDGEWORTH READY-RUBBED, fragrant, cool, long-smok-
ing...or EDGEWORTH SLICED, crumble to your personal taste.

SALON-SAFE FOR HAIR THAT TENDS TO "FRIZZ"

SALON-SMART FOR EVERY HEAD

If your hair is so *extra dry* that ordinary home permanents tend to make it frizzy...or so wiry-textured that most home waves make it unmanageable...here's good news for you!

With the new, improved Richard Hudnut Home Permanent you can be confident of silky-soft, easy-to-manage "salon-type" waves no matter what the texture of your hair. The secret? You use the same type preparations...even the same improved cold wave process...found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, cream waving lotion. No worry about being able to do a good job. If you can roll your hair on curlers, you'll manage beautifully!

There isn't a more luxurious, softer, more natural-looking home wave for any head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier, ends less difficult!
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6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross-section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved!

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Home Permanent



LETTERS TO THE EDITORS

CONTINUED

McKINLEY'S ENTOURAGE

Sirs:

Claiming the distinction of being the only person on the Pan-American Exposition grounds who was not "right there in the Temple of Music and saw the President shot," I was especially interested in Miss Johnston's photograph of President McKinley and his party (LIFE, April 25).

Can you identify the people surrounding the President?

STUART B. WILKES

Buffalo, N.Y.



McKINLEY IN BUFFALO

● Left to right in the picture are Mrs. John M. Horton, Señor Asperoz of Mexico, President McKinley, George B. Cortelyou (private secretary to McKinley) and Col. Joseph H. Brigham (McKinley's Assistant Secretary of Agriculture). Brigham was 6 ft. 6 in. tall.—ED.

FASCISM REVIVES

Sirs:

I spent 4½ years in the U.S. Army, mostly with the 75th Infantry Division, and am as tired of war as the next man. But I would go back without hesitation to fight the Italian fascist hoodlums shown in your "Picture of the Week" (LIFE, April 25).

A. J. BACH

Chicago, Ill.

CONTINUED ON PAGE 31

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"Believe me, one cola does taste best! I learned that when I took the famous taste-test.



"I sampled the leading colas from paper cups, picked one best-tasting and it was RC...



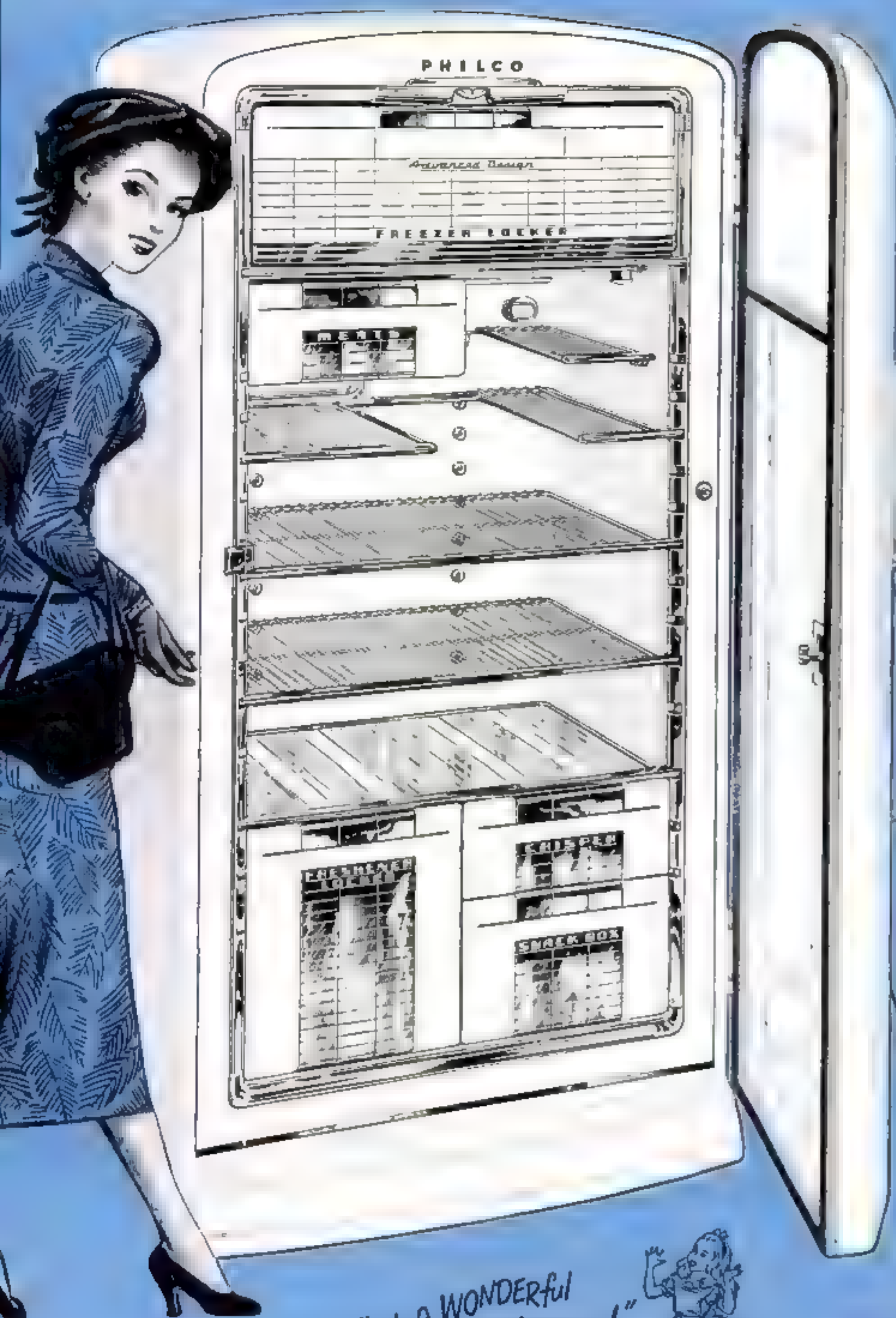
"Now I always serve RC at home!" Try refreshing Royal Crown Cola yourself. Save! Buy the carton!



Only RC gives you all 3:

- (1) Cool refreshment.
- (2) Two full glasses.
- (3) Best by taste-test flavor.

PHILCO *Advanced Design for All*



"It's a WONDERful Refrigerator!"



The greatest low-priced refrigerator ever built!

Yes, it's the Philco value sensation of the industry . . . unequalled in appearance . . . unmatched in advanced deluxe features . . . with more fully usable capacity than any other refrigerator in size and at its price.

Tune in Don McNeill and the Breakfast Club. Week-days, 9:45 A.M. E.S.T.; 8:45 A.M. everywhere else.

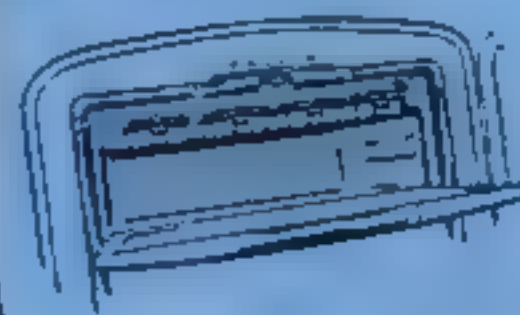
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Here from Philco . . . a refrigerator with a full length door that, for the first time, gives you *real* refrigeration for *ALL* foods in the formerly unoccupied space above the floor. Yea, it's every inch a refrigerator right down to the floor, 10.7 cu. ft. capacity in an 8 ft. cabinet. It's the newest achievement of Philco *Advanced Design* . . . the Philco 1095. See it, compare it at your Philco dealer now.

BUILT-IN HOME FREEZER

Huge, frozen food storage space. Zero Zone freezer temperatures . . . fast-freezing shelf for ice trays.



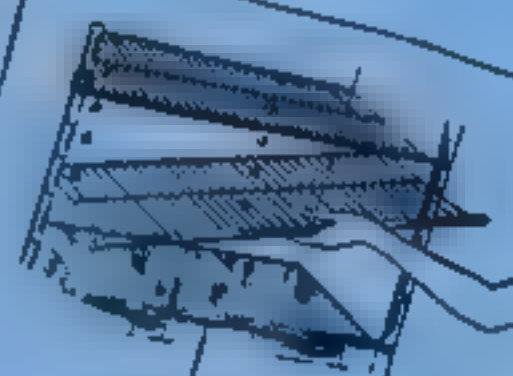
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You arrange the shelves to suit your needs. Accommodate any size or shape food.



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Ideal for cheeses, spreads, snacks and prepared sandwiches — or to keep butter fresh and sweet.



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Bostonians



Bostonians

LETTERS TO THE EDITORS

CONTINUED

MOLE'S MOTORS

Sirs:

In your article on the mechanical miner (*LIFE*, April 25) you state that the machine is powered by a pair of $7\frac{1}{2}$ hp motors. Actually, in your picture of the machine, six of the machine's seven motors are visible. All told, the seven add up to $162\frac{1}{4}$ hp.

W. J. JENKINS II

Herrin, Ill.

● The mechanical miner is propelled forward by two $7\frac{1}{2}$ hp motors. Its other motors power the cutting and loading operations and the hydraulic system.—ED.

GORGEOUS GUSSIE

Sirs:

You state that Gertrude Moran (*LIFE*, April 25) never took tennis very seriously until 1947. Miss Moran has been competing in tournament tennis since her early teens.

BETTE DEE

Chicago, Ill.

● Gussie Moran's few wins in 1941 were the last before she gave up tournament competition during the war. Not until 1945 did her interest in competition revive, and not until 1947 did she cut out social tennis and work hard enough to rank in the first 10.—ED.

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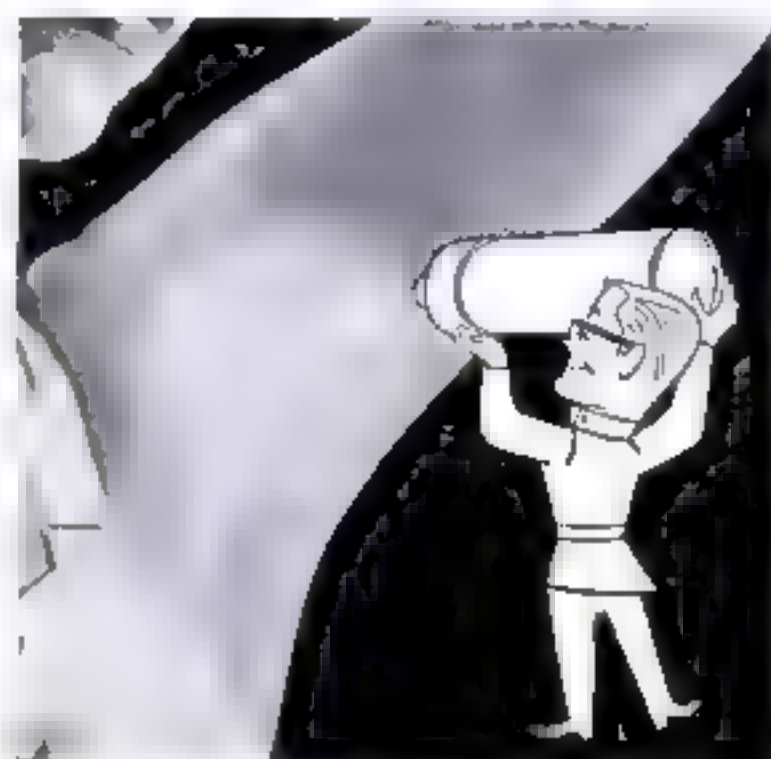
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So fine, so sheer—
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Hand made of human hair
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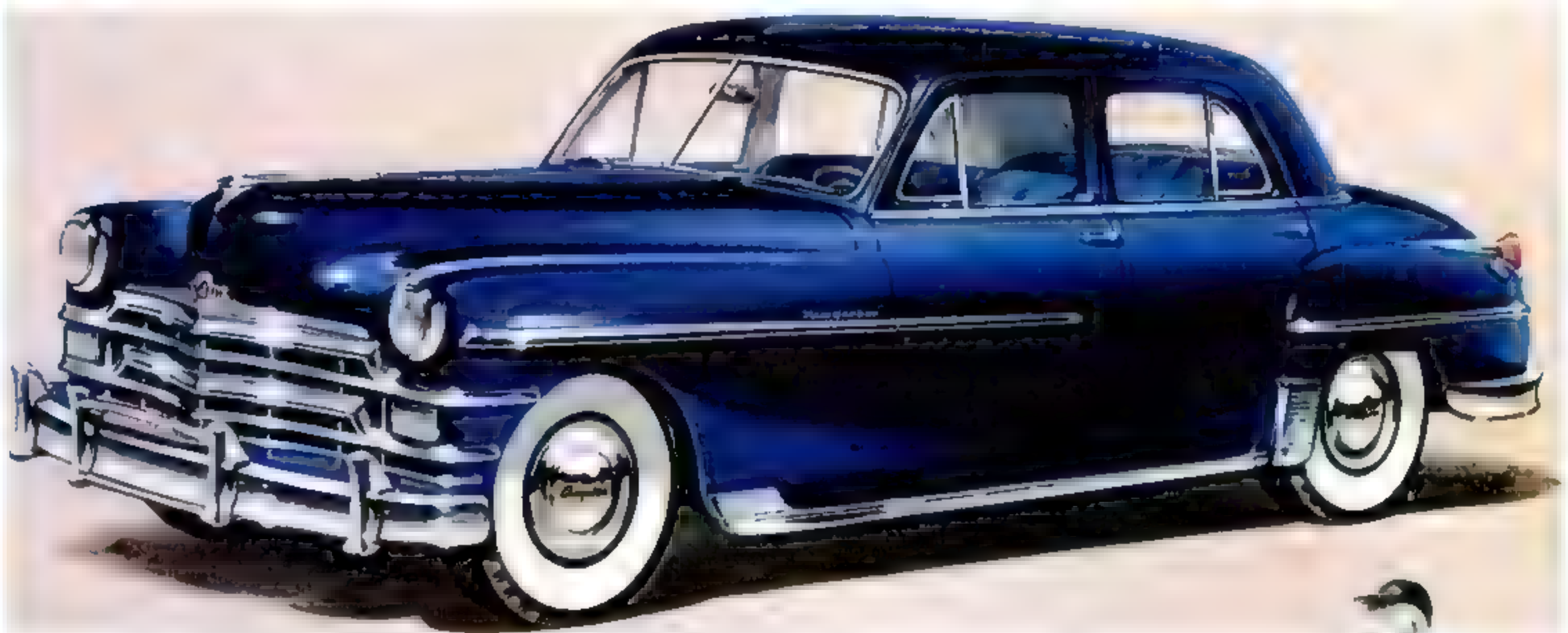
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AGAIN YOU GET THE GOOD THINGS FIRST FROM CHRYSLER



New Chrysler



The friendly sun can be dangerous. You can't see its potent infrared and ultraviolet rays—but they may cause eye injury unless your eyes are properly shielded.

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Smart LOOKING—and smart SPEING! You're two-ways smart when you enjoy the flattery—and complete protection—that AO Cool-Ray Sun Glasses give your precious eyes

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**New
STYLES
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for Men
and Women



Sportsmen's choice! And flyer's preference! AO Cool-Ray lenses with Face-Form frame, gold-filled or white metal.



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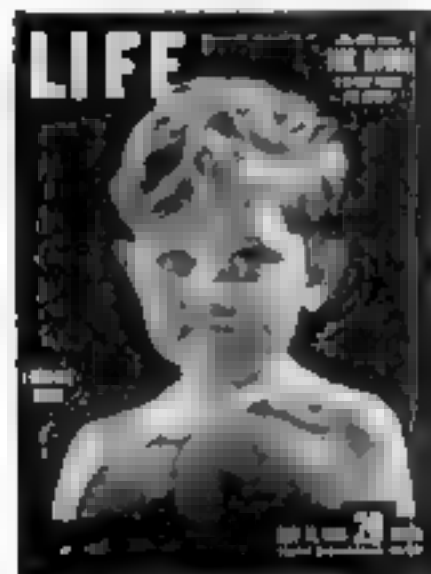
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LIFE'S COVER

The determined young man on LIFE's cover is Jackie Boots, who assumes a somewhat more angelic look when he is in his kindergarten class at the John Marshall School in Glendale, Calif. After class Jackie and some of his schoolmates put on the gloves and take boxing lessons from a policeman named Joe Clark. Coach Clark says that Jackie is learning the art very fast for a 5-year-old. His only problem as the pictures on pages 65 and 66 show, is that he sometimes forgets his lessons in the excitement of a bout and wades into his opponent with arms swinging wildly, hair flying and eyes tightly closed.

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She can thank Phillips' ANTACID ACTION for this!

There's no need for you to spend a restless night counting sheep because of acid indigestion. This sleep-robbing condition often accompanies constipation... and the way to relieve it quickly is to take Phillips' Milk of Magnesia before you

go to bed. Because Phillips' Milk of Magnesia is one of the fastest, most effective acid neutralizers known, it eases away the acidity practically by the time you're ready to get into bed. As a result, you sleep wonderfully... all night long.

FEEL FRESH AS A DAISY tomorrow!



She can thank Phillips' LAXATIVE ACTION for this!

After a night of deep and restful slumber, you'll wake up in the morning to gentle, effective constipation relief. Yes—you'll start your day feeling fresh as a daisy, because last night you took Double-Action Phillips', which is not only an excellent antacid, but a marvelous laxative, too!

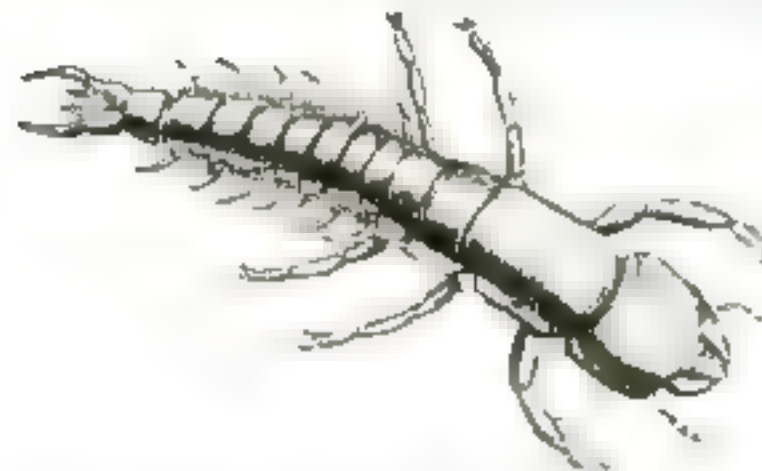


Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00 50¢ and 25¢ sizes.



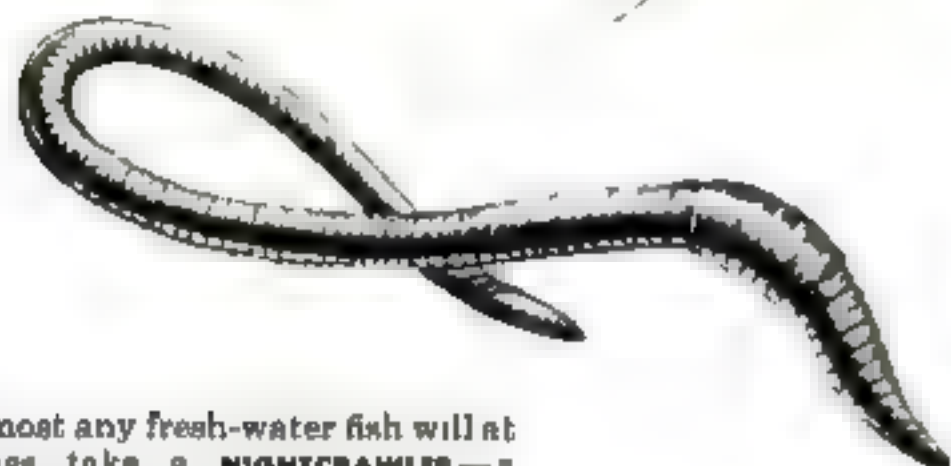


Here are some favorite baits for fresh waters:



A pair of pincers and a convenient "collar" for placing it on the hook identify the **HELLGRAMITE**, or Dobsonfly larva. He's ugly-looking, but beautiful bass bait.

Bass, Lake Trout, Pickerel and many other fresh-water fish will take a **MINNOW**—of which there are many species. Shown is a Common Northern Shiner, identified by its steel-blue color decorated with gilt lines.



Almost any fresh-water fish will at times take a **NIGHTCRAWLER**—a large earthworm that comes out of its burrow at night or after a rain. Worms are identified by their segmented body.

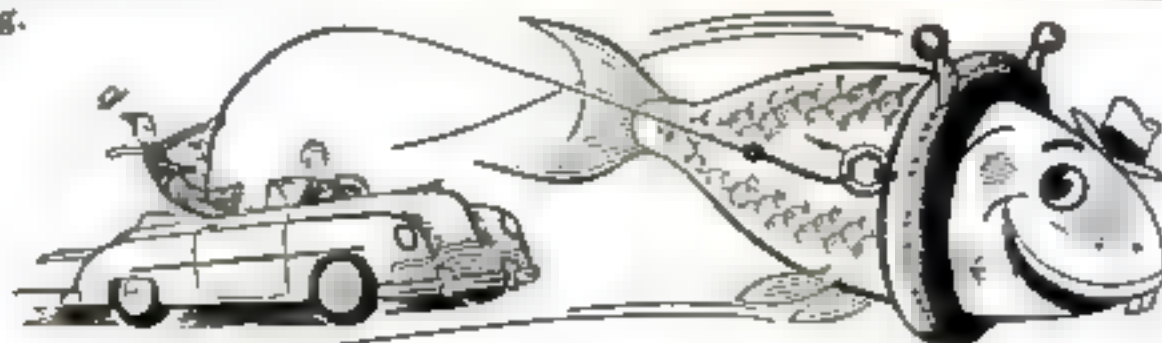


Bass and Pickerel are often partial to a little **FROG**. Shown is a Leopard Frog, identified by the brown spots on his smooth, green skin.

Another good bass and perch bait, the **CRAWFISH** is characterized by a body resembling that of a miniature lobster.



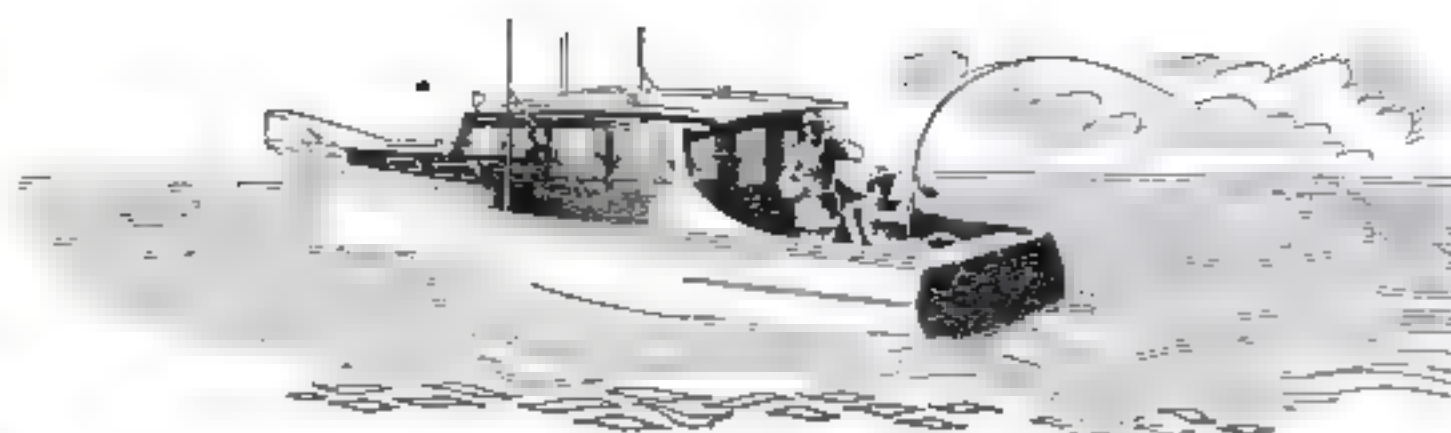
Trout, bass and bluegills will sometimes go for a lively **GRASSHOPPER**—identified by his long, powerful legs, which enable him to hop like a frog.



HOOK ON TO MORE POWER

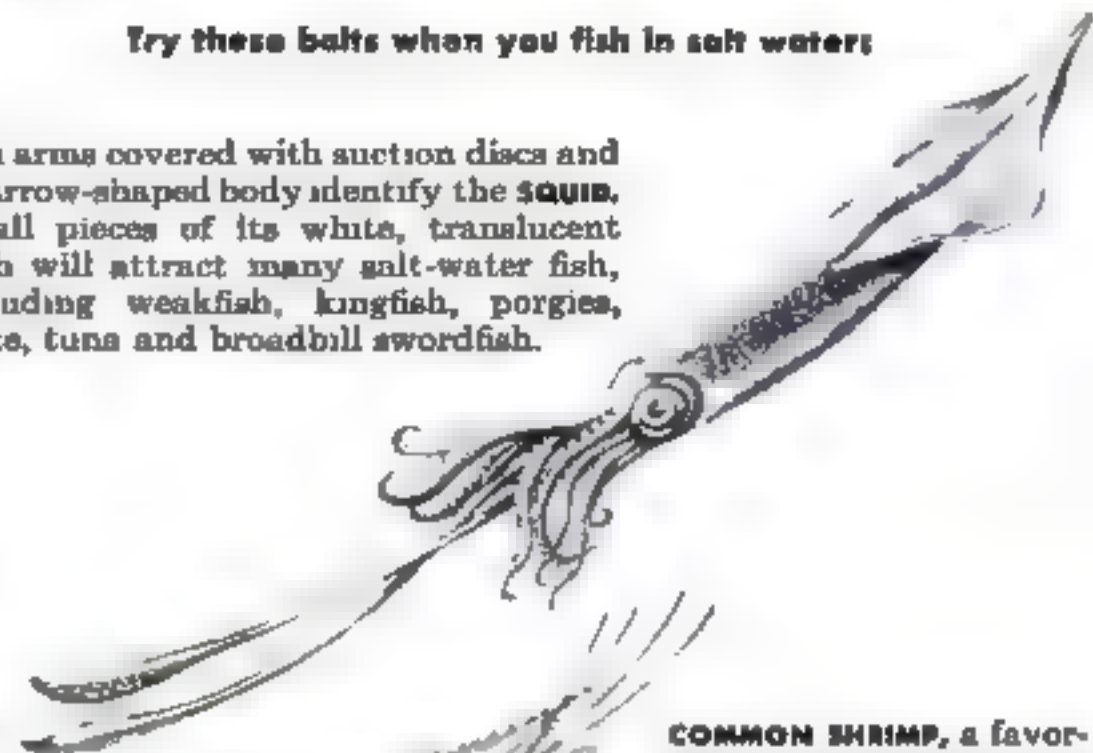
... enjoy reeling off effortless miles
... experience the extra thrill of an engine running at its best
... feel top performance that makes driving more fun
... ask for "Ethyl" gasoline—high quality gasoline improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.

"Ethyl" antiknock fluid is made by ETHYL CORPORATION, Chrysler Building, New York 17, N. Y.



Try these baits when you fish in salt waters:

Ten arms covered with suction discs and an arrow-shaped body identify the **SQUID**. Small pieces of its white, translucent flesh will attract many salt-water fish, including weakfish, kingfish, porgies, fluke, tuna and broadbill swordfish.



COMMON SHRIMP, a favorite bait, are identified by the grayish translucent color, slender bodies, and the absence of the large claws found on crabs and lobsters.



An oversized claw that looks like a violin distinguishes the **HOBBLER CRAB**, a good bait for strong-jawed fish such as Blackfish. Soft-shelled Blue and Calico Crabs are favorite baits for channel and striped bass.



Almost any **CLAM** can be used for bait. Shown is a "Skimmer," a popular bait clam, identified by its hard, thick shell.



When you go fishing
THE "TRADE-MARKS" OF NATURE
identify your best bait

When you buy gasoline
THE "TRADE-MARK" ETHYL
identifies gasoline stepped up with "Ethyl" antiknock fluid



LIFE

Vol. 26, No. 20 May 16, 1949



DRAMATIC FAREWELL IS EXTENDED TO GENERAL CLAY BY PILOTS OF 15TH FIGHTER WING AFTER A REVIEW OF GROUND FORCES AT BAVARIA TRAINING AREA

THE RUSSIANS BACK DOWN IN GERMANY

In the cloudy skies over Bavaria last week fast-flying, precision-drilled pilots of the U.S. Air Force spelled out a deserved tribute (*above*). General Lucius D. Clay was retiring after four stormy and stress-filled years as military governor of the U.S. zone in Germany and two years as commander of U.S. Army Forces in all Europe. His departure came on a note of triumph.

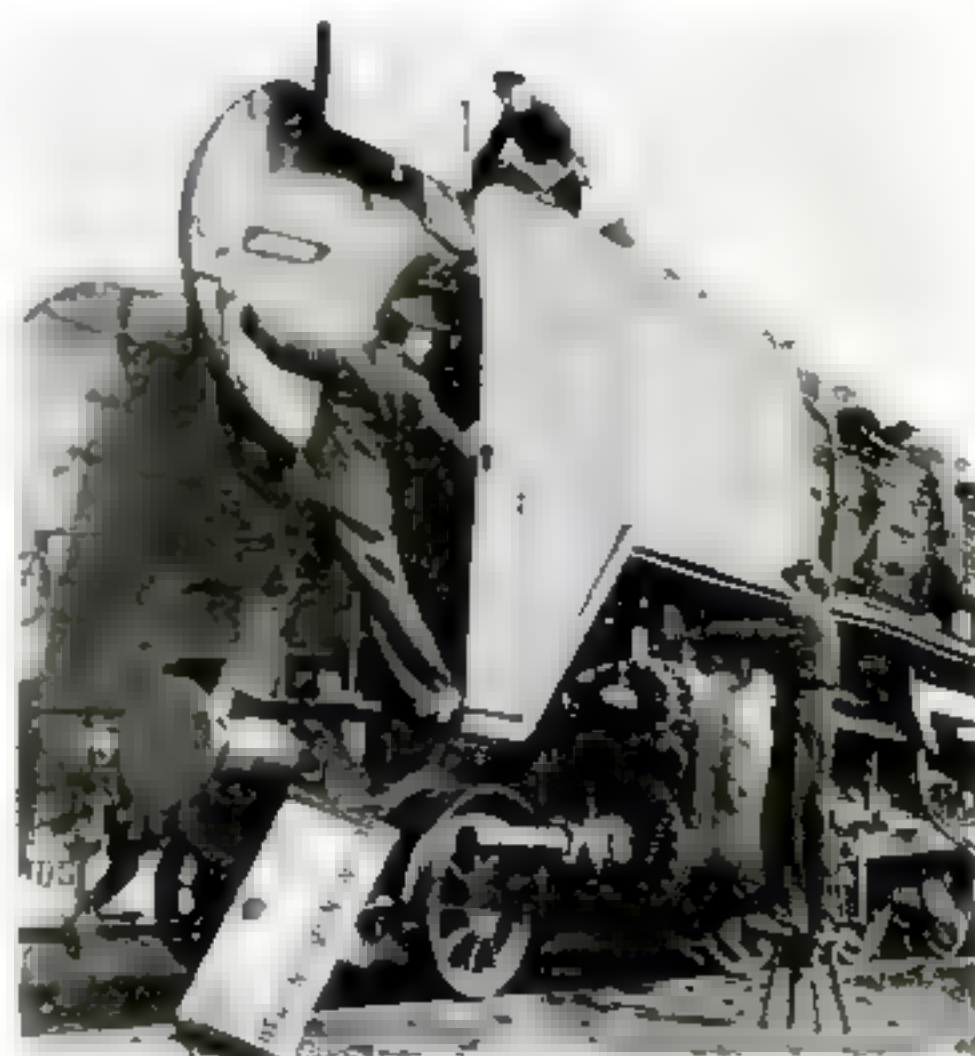
Under Clay's leadership the West had fought and finally defeated the Soviet blockade of Berlin. It had revived and revitalized the economy of the Western zones (*pp. 38, 39*), and had laid the foundations for a new west German republic which might eventually convince the German people of the merits of democracy.

The extent or the limits of the Western victory in the cold war could not be accurately assessed last week. The U.S. had made one concession—an agreement to the May 23 meeting of the Big Four foreign ministers—in return for the Soviet offer to lift the blockade on May 12. No one really believed the Russians were surrendering in their fight for Germany, but the fact was they now found it

necessary to abandon strong-arm methods—possibly in favor of working from within.

The reasons for this shift were not hard to find. They included the Berlin airlift, the North Atlantic Pact, the economic decline in the Soviet zone and the contrasting revival in western Germany, and the possibility that a strong west German state would soon emerge. The Russians had split Germany last year by refusing to participate in the successful western currency reform. Now that the reform had proved its worth (and the blockade of Berlin had failed) they were eager to unite it again.

This should be an easy program to sell in Germany because nearly all Germans want a united nation. But for the present, western Germany's leaders are not being trapped by sentiment or propaganda. Last weekend at Bonn, they completed the draft of the new west German constitution (*pp. 42, 43*). And in Washington it was revealed that even if the Russians kept their promise to lift the blockade on May 12, the airlift would be maintained at least until after the foreign ministers' conference.



BLOCKADED LOCOMOTIVE, in Berlin since Russians isolated the city, is prepared for run on May 12.

RECOVERY IN THE WEST

IT WAS A MAJOR FACTOR IN CONVINCING RUSSIANS THAT BLOCKADE BETWEEN ZONES JUST DIDN'T PAY

To investigate the extent of western German recovery, *LIFE* recently sent Correspondent Will Lang and Photographer Walter Sanders on a tour of the American, French and British zones. Throughout western Germany it was apparent that most farmers had deserted the black market and were now sending their meats, vegetables and fruits to legitimate retailers. Everywhere stores were filled with food at relatively reasonable prices. Even more dramatic was the improvement in the German physical plant. With business again profitable, factories, stores, filling stations, bridges and even monuments were being built or repaired (*below*). This was in remarkable contrast to the economic stagnation of the Soviet zone—a contrast of which the Russians were well aware.

During Germany's first postwar years the inflated reichsmark was almost

valueless and the black market was virtually the only industry. The currency reform, decreed by the Western powers on June 18, 1948, abruptly changed this situation. The old reichsmarks were recalled and the new deutschmarks at first were rigorously rationed. With no rich patrons to sustain it, the black market slumped and the scarce deutschmarks went into productive channels. Within a few months the food ration rose from 1,400 to 1,850 calories. During the year of 1948, with currency reform effective only for the last six months, exports paid for almost one half of imports.

Many factors contribute to an explanation of the rapid rise in German production. Except for U.S. aid, all of them stem from the currency change. Raw materials have become available, manufacturers have gained an incentive to



MUNICH
CYCLE FACTORY of Bavarian Motor Works is nearly completed. Manager (*left*) directs placing of machine.



MUNICH
CITY CENTER bristles with scaffolding where public buildings are under repair near city hall (*background*).



MURNBERG
SHINY NEW KNIGHT, used as advertisement on the front of a tavern, is jockeyed into place by a workman.



LIMBURG
AUTOBAHN BRIDGE over the Lahn River is being restored with steel fabricated during war for use in Russia.



DUISBURG
RIVER FERRY carries trucks in the busy Ruhr. Part of new bridge under construction can be seen at the left.



BRUNSWICK
NEW OFFICE BUILDING glistens with white paint in an area growing up again from war's ashes and rubble.



ULM
CATHEDRAL AREA has row of new houses. Shadow of one ruined building falls on pedestrians (*foreground*).



JULICH
NEW PLUMBING is displayed in the Rhineland store of Bernhard Holzgreve. This town was 97% destroyed.



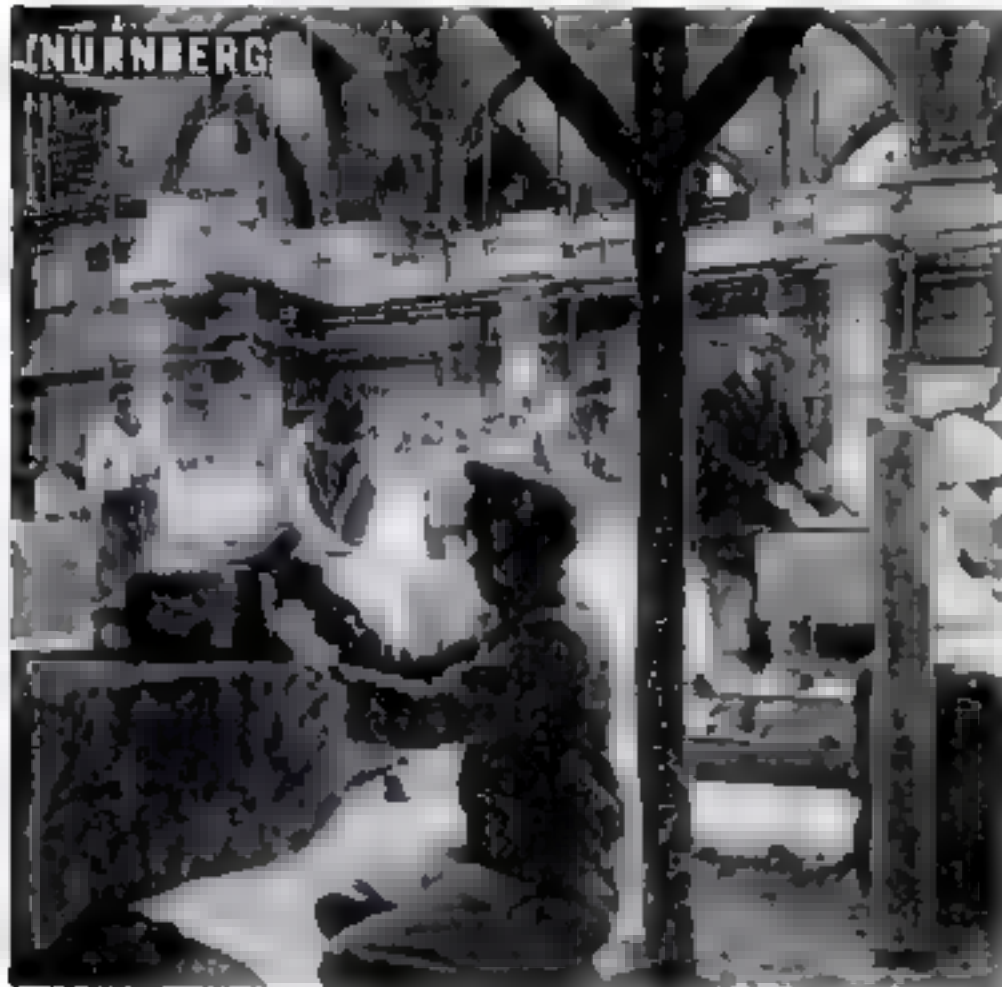
HANNOVER
COFFEEHOUSE does thriving business. It was started in 1947, rushed to completion with the currency reform.

produce and German workers have an incentive for hard work. One steelworks foreman reported that after the currency reform, absenteeism went down to zero and production rose 100%.

This does not mean, however, that the Western powers in a single stroke have solved all of western Germany's diffuse economic problems. Unemployment, lack of housing and a widening gap between rich and poor haunt the land. The disastrous housing shortage and the rise in unemployment are closely related. With rent controls still in effect, private enterprise is interested only in public and business buildings and does not find construction of homes and apartments profitable. In consequence millions of Germans are still homeless and thousands of men normally employed in the building industry are jobless. In the British and American zones alone, some three million dwelling units were destroyed by war and have not been replaced. Many small builders, lacking the capital to bid for major projects, have become workmen, although a few have parlayed minor holdings into fortunes. This tendency of the small-businessman group to move either up or down is eliminating the middle class and is producing a hostility between business and labor which the Communists may be able to exploit.



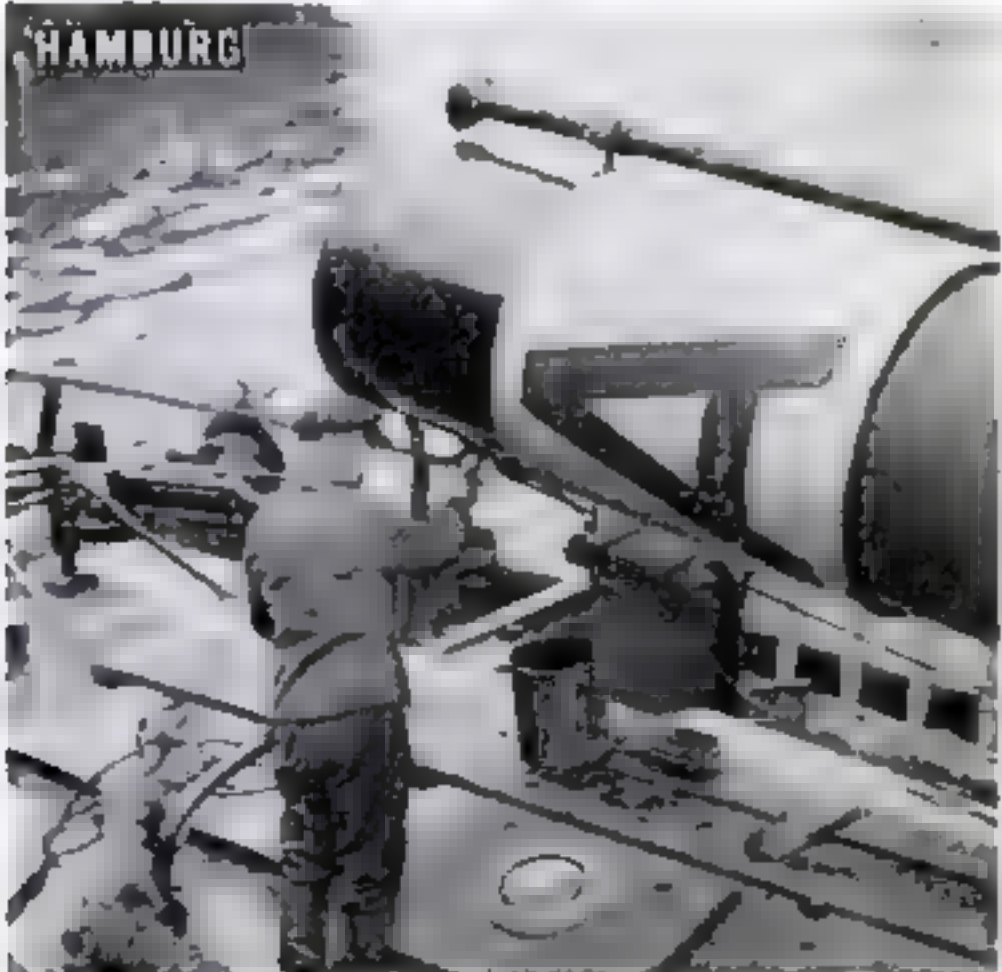
MAP SHOWS LOCATIONS OF PRINCIPAL WEST GERMAN CITIES PICTURED BELOW



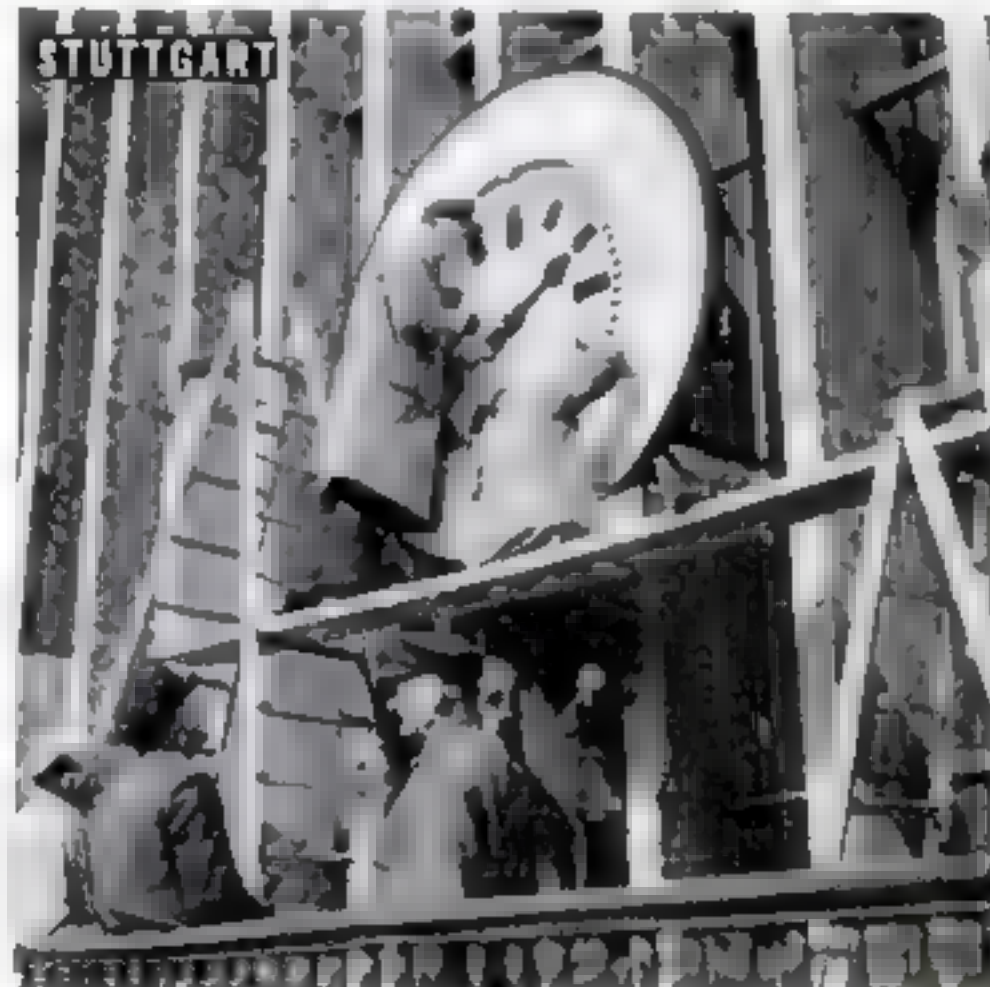
NUERNBERG
BUSY STONEMASONS are enlarging the bombed-out heart of Jesus Church to raise capacity from 800 to 1,400.



PFORZHEIM
A ROW OF SHOPS brings a hopeful look to a wreckage-lined street. German jewelry trade centers in this town.



HAMBURG
FRESH PAINT is applied to tugboat funnel by skipper. Port has been handling steadily growing number of ships.



STUTTGART
A NEW CLOCK is installed high up on the front of the big railroad station, which is still roofless from bombing.



MUNSTER
SERVICE STATION welcomes a customer. But most Germans, like the man above, still walk most of the time.



MUNSTER
PEAKED ROOFS show strong German loyalty to old styles. The medieval-looking buildings (left) are all new.



STUTTGART
DEPARTMENT STORE, eight-story building burned to a black shell during war, has been completely rebuilt.



FRANKFURT
APARTMENTS provide one- and two-family units for bizonal government employees in U.S. zone's chief city.



THE RUHR
STEELMILL at Mairich is shown during blast furnace operation. Five of its seven furnaces keep 5,000 men busy.



VOLKSWAGEN FACTORY near Brunswick rolls an average of 150 of these efficient 4-cylinder sedans into its broad storage yard every day. It was here that Hitler prom-

ised to build low-cost Volkswagen for his Nazi people, but the plant was used instead to assemble army vehicles. British zone administrators have given it special priorities



INDIAN WAR BONNETS appear at Frankfurt, in the U.S. zone, as German schoolboys dress up for spring fair.



SPRING OUTFIT cost Munich secretary 326 marks (\$97.80). Although clothing is high, it is widely available.



WEDDING MARCH through Quonset village in Hamburg ruins is gay although groom is only man with a job.

AUTOMOBILES, CLOTHES SHOW ECONOMIC REVIVAL

Some of the signs of brighter morale and improving economic health in western Germany are visible on these pages. Of the area's 45 million people none is starving and many Germans have been able to buy new shoes and bright new clothing. Currency reform has jumped general production from 50% to

80% of the 1936 level. The steel industry exceeded the target figure of two million tons set for the first quarter of 1949, and the Volkswagen plant is turning out more than 3,000 cars a month, partly for sale to the occupation forces and for export. Now that spring is here it is even possible to have a little fun,



SUNDAY IN THE COUNTRY has the same allure for German as for American city-dwellers. These hikers are wandering along beautiful Neckar river, near Zwingenberg, a

village east of Heidelberg. Most Germans cannot afford expensive city amusements, although a wealthy underground nightclub trade flourishes in several of the larger cities.



STRONGEST POLITICIAN in western Germany is Socialist Kurt Schumacher, shown here with secretary. He lost arm in World War I, leg of an infection last year.



BUREAUCRACY IS RIDICULED in float at Cologne carnival, which city's merchants sponsor. It shows government worker riding into battle with his pen as lance.



ECONOMIC CHIEF for west Germany, Dr. Ludwig Erhard, guides recovery program. A Bavarian Christian Democrat, he believes in removing all economic controls.



IN A MUNICH BEER HALL A GROUP OF GERMANS ENJOY A RABBLE-ROUSING SPEECH BY BAVARIAN SEPARATIST

TO DEMOCRACY THE GERMAN SAYS: "SHOW ME"

The dark underside of the shining coin of German economic progress is the West's failure to sell democracy to the broad mass of the German people. This goes back directly to the inability of the Allies to decide whether they want a prostrate colony or a free, democratic nation. As the victims of this dilemma the Germans observe the forms but do not accept the spirit of democratic government, an attitude summed up by a cynical German politician, "In democracy you say what you please and then do what they tell you."

In a sense a decision by the Allies has now been forced by the Russians. Facing a renewed Moscow offensive for an all-Germany government on the Soviet pattern, the U.S., Britain and France a fortnight ago granted concessions certain German politicians, led by Kurt Schumacher (*top, left*), have long sought unsuccessfully. These include greater fiscal and legislative authority for the future western German federal government.

The immediate consequence has been to end the long bickering in the Bonn assembly (*opposite*) and to produce agreement among the various German

parties on a new constitution for the "Federal Republic of Germany." This constitution will be submitted to the 11 west German states for ratification, and it is hoped the new government can begin functioning by July 15.

While this is an essential forward step, the real test of Western strategy will come in the ability of the new government to capture the imagination of the German people. During the occupation they have known all of the slogans but very little of the experience of democracy. Many Germans still recall with great nostalgia the order and efficiency of Hitler's Nazi Reich.

The agreement reached at Bonn has not removed basic differences between the two principal western parties—the Social Democrats and the Christian Democrats. The former would like to nationalize major industries; the latter are committed to free enterprise. If these differences can be composed in the national interest, the German people may respond to the democratic appeal. If not, they may again turn to a beer-hall demagogue, this time carrying the hammer and sickle instead of the swastika.



THE CONSTITUTIONAL CONVENTION AT BONN, meeting far into the night in a school building, prepares basic charter of new west German government. Behind the upper windows the main committee discusses electoral procedures while other dele-

gates work in rooms below. After eight months of arguments among themselves and the Western Allies, the Germans reached agreement last week on their new constitution. Its provisions include one for bringing isolated western Berlin into the new western state.



\$6 MILLION TRACK FIRE

California's Hollywood Park, one of the plushiest race tracks in the U.S., was getting ready for the sea-

son. But on the evening of May 5 a fire started in the clubhouse elevator. Licking the fresh paint, it



19 PIGS IN ONE LITTER

H. R. Lou 7, a registered Yorkshire sow owned by Harold Morris of Decatur, Ill., began to give birth

on the afternoon of March 5. Morris took each new arrival, whisked it away from the mother to keep



quickly turned the grandstand, clubhouse and turf club into one huge blaze (above). Damage: \$6 million.

The track's famous geese, however, were unhurt. Track President Thomas Simmons heard the news

at Churchill Downs, stayed to watch Ponder win the Kentucky Derby next day and then flew home



it from being rolled on and put it into an electric brooder for warmth. But after the 15th pig, Morris

called for another brooder. Lou had 19 offspring, which was unusual but not unique. Last week, how-

ever, all 19 had lived past weaning time, when their total weight was 761 lb., 11 oz., an all-time record.





CUTTING PRICES, THRIFTY'S MEN SCRATCH FRANTICALLY ON A BLACKBOARD



TRYING TO KEEP UP, A WHELAN EMPLOYEE SPLASHES AWAY WITH WHITE PAINT

PRICES COLLAPSE IN WAR BETWEEN CHAINS

California drugstores, desperately trying to live up to their slogans, wind up by giving merchandise away

The California chain of Thrifty drugstores—81 stores from San Jose to San Diego—takes aggressive pride in the slogan, "THRIFTY ALWAYS SELLS FOR LESS." The coast-to-coast chain of Whelan drugstores—456 units—takes similar pride in "WHELAN'S PRICES ARE ALWAYS LOWEST." Heretofore the two chains have sideswiped each other with only modest bloodshed, but sooner or later, like two great carnivores roaming the same jungle, they were bound to meet head on. In Los Angeles, bright and early on the morning of Tuesday, April 26, they met.

The battlefield was Sepulveda Boulevard, where a Thrifty drugstore had stood for some time. The issue was joined when a brand-new Whelan's opened across the street scarcely 100 paces away, boldly advertising such come-ons as nylons at 89¢ and fifths of whisky at \$3.98. "On Wednesday we set up our

firing line," said Thrifty's manager, "with instructions to hold our prices one cent below theirs." In 24 hours, during which both sides sent spies scurrying back and forth across the street, nylons dropped to 69¢. Whelan's sent out for six truckloads of bargain merchandise, and big guns from both main offices were called into the fight. In 48 hours \$1.30 shaving brushes were selling for 3¢, cleaning fluid for a penny a can and 5¢ shoelaces were going six for a nickel.

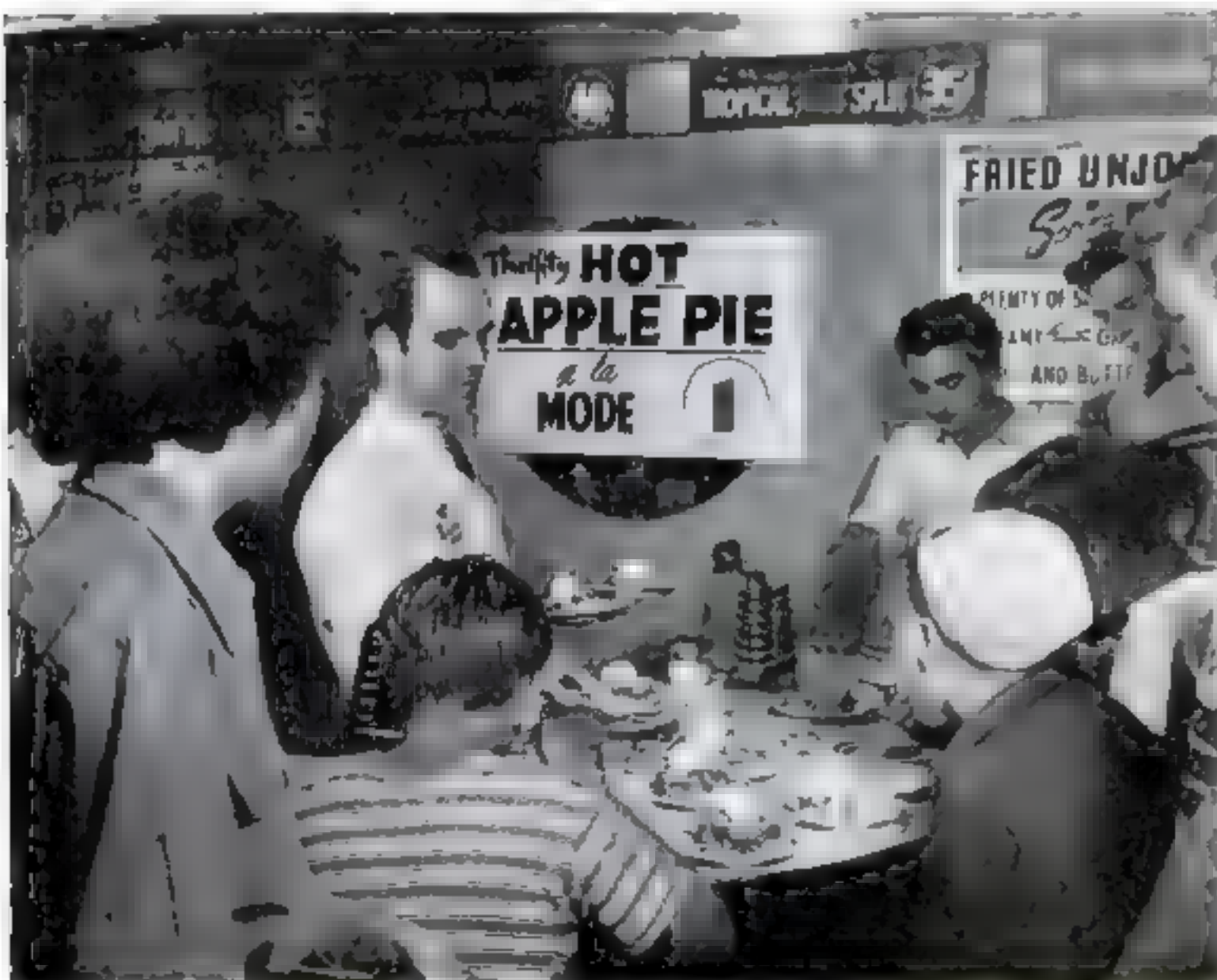
On Saturday, Thrifty let go its Sunday punch: ladies' rayon panties at four for a dollar. Whelan's retaliated with pie à la mode at 14¢. Thrifty cut to 13. Whelan's went to 12. Both sides started selling aspirin at 100 tablets for a penny. Sign painters could no longer keep up with plummeting price tags, so blackboards were set up on the street.

Pie à la mode kept dropping. It went to a nickel,

finally to a penny in both stores. Then the fighting got dirty. Thrifty's manager shrewdly began rounding up children, thrusting pennies into their hands and sending them over to Whelan's.

Californians, hearing of the battle, came from 20 miles away to take advantage of it. They fell upon the heaps of marked-down bathmats and vitamin pills and stuffed their pockets with comic books and detective magazines which Whelan's, in the stress of combat, finally gave away free.

Over Sunday the battle between the stores slackened somewhat, but last week it revived again. Firing broke out in rubbing alcohol and citrate of magnesia, both of which were going for 4¢ a pint. How long this could last no one could tell. "I suppose it will go on as long as we're in business," said Thrifty's manager, "because Thrifty always sells for less."



PIE EATERS IN THRIFTY'S gorge themselves on one-cent special. In a little more than an hour, hard-working waiters cut up and sold more than 40 pies (240 servings).



STEAK EATER IN WHELAN'S watches while price of a T-bone drops. He saved 18¢ by eating slowly, might have saved more by lingering until price hit a rock-bottom 63¢.

LABOR TAKES ON TWO BIG BATTLES

In Washington it fights Congress; in Detroit it strikes Ford plant

In Washington last week U.S. labor found itself up to its neck in politics. The C.I.O. and A.F. of L. rushed in regional leaders from all over the nation and sent them roaming over Capitol Hill to talk, argue and plead with their congressmen at every opportunity. The shrewd and hardheaded chief of the C.I.O.'s Political Action Committee, Jack Kroll, worked long and hard over a list of congressmen who won last time with P.A.C. support.

The Taft-Hartley law was up for repeal—and labor was taking no chances.

The trouble was that repeal—which seemed like such a dead cinch right after the election upset—was not so easy as it looked. What labor had forgotten, in the first flush of November's victory, was that both the Senate and House still contain a majority of men who voted Taft-Hartley into law over the President's veto. Labor failed to put over the Lesinski bill it wanted in place of Taft-Hartley. It did manage to defeat (212 to 209) the Wood bill, which has been described as "Taft-Hartley with a Southern accent." But now the Taft-Hartley law was still on the books—with no one able to predict when, how or if it would finally be taken off.

In Detroit, meanwhile, labor became involved in another battle. At the Ford plant, home of the C.I.O. Auto Workers' big and unruly Local 600, there had been rumors of a speed-up of assembly lines. Local President Tommy Thompson—a recent convert to the side of International President Walter Reuther—would have preferred to ignore them now. But his opponents in the local were only too happy to embarrass him, and Thompson decided he would have to go along with the complaints or perhaps lose his job. Even Reuther, who would as soon have Taft for President as a strike right now, gave in to the picket-happy minority. Some 62,000 workers walked out, and the year's first serious strike was under way.



A.F. OF L.'S REGIONAL LEADERS LISTEN INTENTLY TO A PEP TALK BY LOBBYING EXPERT LEWIS HINES



UNION CONGRESSMAN Leonard Irving of Truman's home town is one of 48 unionists in 81st Congress. He, A.F. of L. union gave him ear to remember it by.



LABOR LOBBYIST John Edelman of C.I.O. textile workers' union (left) buttonholes New Jersey's Congressman Gordon Canfield in a corridor of the Capitol.



P.A.C. CHIEF Jack Kroll (left) studies a master list of congressmen who had labor support in the last election and thus are expected to repeal Taft-Hartley in return.



TEMPORARY JUBILATION is expressed by lobbyists at news Wood bill was killed. From left are Desmond Walker, Harold Underwood and John Sawyer.



THROUGH WINDOW OF A CLOSED CONFERENCE ROOM DOOR, FORD OFFICIALS CAN BE SEEN NEGOTIATING FUTILELY WITH UNION LEADERS (BACKS TO CAMERA)

**FORD
IS ON
STRIKE**



LOCAL 600'S PRESIDENT Torany Thompson, in striped shirt and carrying a placard, marches in the picket line behind a workman carrying local's flag. Picketing began in orderly fashion, and maintenance workers were allowed to cross the lines to keep the plant in shape. The few policemen detailed to keep order found they had nothing to do.



INTERNATIONAL PRESIDENT Walter Reuther, in sport slart because of the unseasonably hot weather, arrives at his desk on morning after strike's start. Sponge in his right hand is for exercising arm muscles injured when he was shot by assassin 13 months ago. He still keeps arm in brace most of the time, has to be treated daily by physician.

CATS AND FREEDOM

PUSSY IS TOO VALUABLE TO BE CONFINED BY LAW

THE HUMILIATED WRITER

Editorial writers of the capitalist press sometimes get letters from Communists denouncing their "slavish" subservience to Wall Street. The picture painted by the Commies is piquant: in it the slavish editorialist slips out to the phone booth at 10:30 a.m. daily to check his line with Mr. Morgan or Ernie Weir and to arrange for a little bribe on the side. But not even in the most lurid Communist dream is a capitalist writer ever forced into the humiliating position now occupied by Bill Mardo, sports columnist for the Communist *Daily Worker*.

In a column written soon after Leo Durocher, manager of the New York Giants, did or did not slug a Puerto Rican baseball fan named Boysen at the Polo Grounds, Comrade Mardo spoke out nobly for suspending judgment until the evidence was in. This magnanimity so horrified the custodians of the Communist line that they immediately pounced on poor Mardo for writing "poor" and "politically incorrect" stuff. Boysen, as it turned out, was not only Puerto Rican but colored; therefore it must be assumed by the Communists that Durocher hit him even though nobody saw him do it.

Poor Bill Mardo has been compelled twice to eat crow on the *Daily Worker* sports page for having come out in favor of justice to the bourgeois Durocher. After Mardo has abased himself in print exactly 16 more times he will be forgiven, and the "error" will be forgotten until he makes another slip. Boy, if a capitalist writer were ever treated that way, he'd tell his boss to take his lousy paycheck and stick it for keeps in the back vault of Mr. Morgan's bank.

PULITZER PRIZEMAN

The Pulitzer prize for best novel of 1948 has gone to James Gould Cozzens's *Guard of Honor*, a war story that turns on a temporary bungling of race relationships at a Florida Air Force base. Since Mr. Cozzens writes with skill, this pleases us. But recognition of Cozzens has extraliterary significance. In a recent *New York Times Book Review* Gerald Johnson has warned Europeans that our staying power in war is not correctly to be gauged from U.S. fiction of the past 50 years. Check. But *Guard of Honor* is an exception to the rule; it depicts the U.S. hombre as a person of great staying power. We hope this augurs a new literary trend.

Governor Adlai Stevenson of Illinois has finally vetoed a proposed enactment of a bill forbidding cats to prowl or run at large. With this triumph of common sense we can all breathe a sigh of relief; the country isn't going ga-ga—or to the dogs—after all. But an overzealous organization called Friends of the Birds, Inc., which put the bill over in the Illinois legislature after six years' agitation, will hardly cease its efforts to get an anti-cat law passed in some future session.

If the Marauding Cats bill ever does become Illinois law, we, as a Friend of the Cats, hope Chicago, Peoria, Springfield and Moline get what they will deserve, which is a good swift mobbing by the rats. Since when is a prowling cat a public nuisance? A wandering pussy rides noxious gutters of dead fish heads. The cat sometimes howls, but even its worst caterwauling is less objectionable than the screech of the blue jay, the foul—or fowl?—abuse of the parrot, the nightly monomania of the whippoorwill, the ghoul-ish "who? who?" of the hoot owl, the coarse cacophony of the crow. The cat is frequently indifferent to human beings, but that is only because its self-respect demands equality in friendship. The dog is a natural yesman, a natural stooge; the cat insists that it is just as good as you are, which is what Tocqueville and other famous political theorists consider to be the necessary foundation feeling for true democracy. When you've really earned a cat's friendship it will be friendly in turn; otherwise no dice.

The cat is the supremely esthetic animal, compact of grace, lightness and poise. It is constantly assuming stances which no ballet dancer, no top-flight figure skater, has ever succeeded in bettering. A cat can do without thinking what it takes a Pavlova a decade to perfect. As for the destructiveness of cats, it is greatly exaggerated. Most of them prefer milk to bird feathers.

A cat may now and then catch a robin or a song sparrow. But not often, for a bird can move quickly in three dimensions where even the most supple cat needs a tree to transcend its natural limitation to two. We hate to see a bird's beauty dragged down by a cat, but if, as William Blake says, "A Robin Redbreast in a cage Puts all heaven in a rage," what does caging do to the proud spirit of the cat? We have heard it argued that a bird has only its feathers, its colors, its song, to make it beautiful; underneath these outward manifestations it lacks sculptural qualities. A cat's lines, on the other hand, have a bone-

deep beauty. The bird has pipestem sticks for legs; the cat prowls beautifully on coiled steel. To retain its reputation for loveliness the bird must be seen flying in air. By the same token the cat, to show itself in full beauty, must be seen balancing uninhibitedly on a post or leaping from the porch for a double-pawed landing in the flower bed. The caged cat becomes sullen, dejected, morose; it, too, puts all heaven in a rage.

Cats are admittedly cruel to the birds that they catch. But they also eat rats, mice, moles, snakes, spiders, flies and cockroaches, an activity which comes under the heading of public service. Rats carry disease, and if cats are ruled off the back fences the disease will go unchecked. On balance (and what cat isn't?) the cat as killer does far more good to the human race than harm.

Besides there are those among us who delight in the cat's mildly wicked sense of humor. The cat is always jumping into the chair you have just decided to sit in. It is always on the desk when you want to write. It loves to stretch out on the open book page in your lap. It delights in getting into the drawer you are just about to close. Such little jokes keep the naturally arrogant human being from growing too confident that only human wishes count for something in this world. By its anticipatory slapstick the cat forces us all to be humble.

Beyond all this the cat, as Saki says, lives by the attribute of courage. Even the youngest kitten dies like a good soldier, its face—and claws—to the enemy. The cat, unlike the human being, rises above the monkey calumny of gossip; you never get a cat down by giving it a bad name. It is superior to fate.

The Illinois Friends of the Birds, Inc. is to be commended for loving birds. We love them too. But the society would save more birds if it would devote its energies to keeping Illinois farmers from scything down the brush along their lanes and fence rows. A country road bordered by hedges, bushes and trees will provide shelter for more birds than any cat could ever dream of eating. When there is a good balance of nature, with trees, bushes, bugs, worms, birds, cats, mice and rats all competing for space, no one species suffers unduly. It's not the cat's fault that Illinois farmers have a mania for clean boundary lines. Bugs eat the Illinois crops because trees and bushes which give sanctuary to birds are missing along the lanes. Let Friends of the Birds, Inc. plant a few more trees each year and leave the cats alone.

Seen throughout the old French Quarter of New Orleans are a variety of graceful iron "lace work" grilles. This one is reproduced from a balcony on St. Charles Avenue.

Campbell's take pride
in bringing you this famous soup
of old New Orleans



Old New Orleans can't be beat
For gaiety and fun;
For truly wondrous things to eat
From morn to setting sun!

**A different, delicious CHICKEN Soup
adapted from a cherished old Creole recipe**

You're bound to enjoy Campbell's Chicken Gumbo Soup. You'll relish the rich chicken stock, crammed with a wealth of luscious things: green okra, red-ripe tomatoes, fluffy rice and tender pieces of chicken—all seasoned with savory herbs.

Just try this fine soup soon. Probably you'll see it become another family favorite. Be sure to get some at your grocer's!

A soup to remember . . . and look for
Campbell's CHICKEN GUMBO SOUP





Another

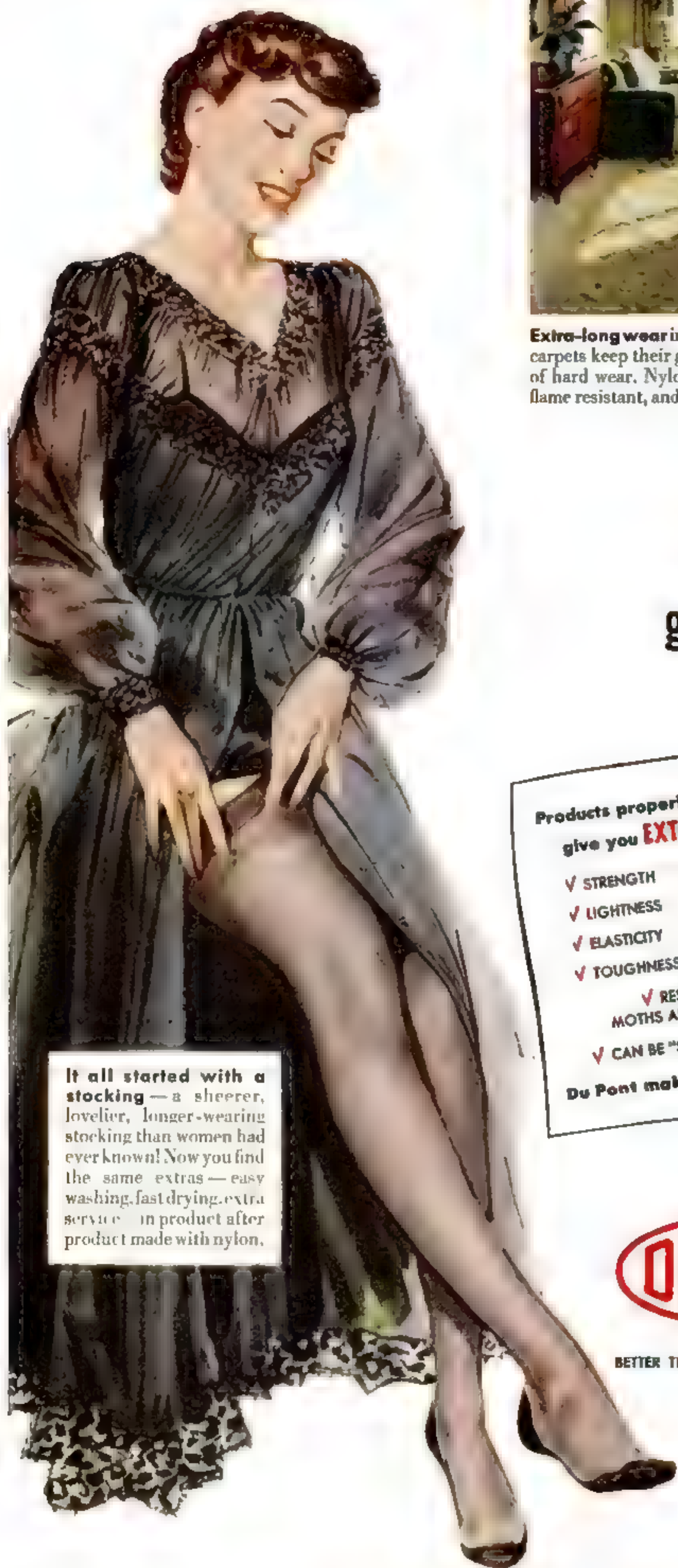
CUR

by the makers of Bab

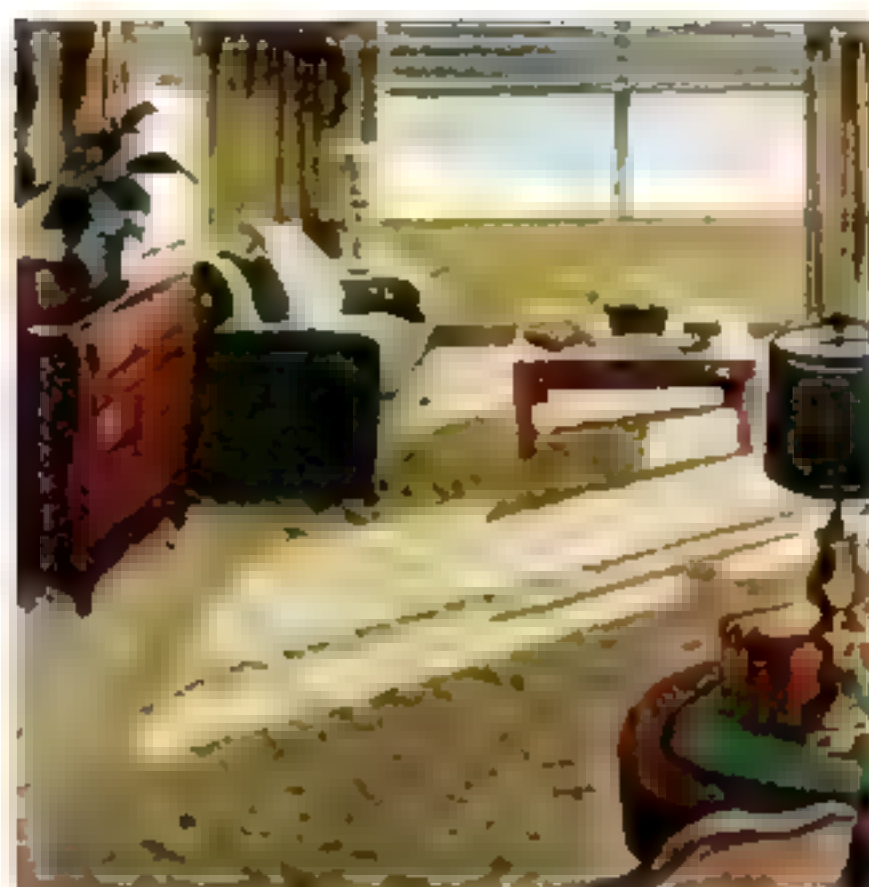


Butterfinger Candy

Butterfinger and Butterfinger candy bars



It all started with a stocking—a sheerer, lovelier, longer-wearing stocking than women had ever known! Now you find the same extras—easy washing, fast drying, extra service—in product after product made with nylon.



Extra-long wear in carpets! Beautiful nylon carpets keep their good looks through years of hard wear. Nylon cleans easily, nylon is flame resistant, and moths aren't interested!



Extra lightness in golf jackets! For comfort on the course—try nylon! Light togs—yet they're tough and rugged, resist perspiration, clean easily, hold their size and shape.

NYLON

gives you something extra

Products properly made of nylon
give you **EXTRA VALUE** in:

- ✓ STRENGTH
- ✓ LIGHTNESS
- ✓ ELASTICITY
- ✓ TOUGHNESS
- ✓ LONG WEAR
- ✓ EASY WASHING
- ✓ FAST DRYING
- ✓ FLAME RESISTANCE
- ✓ RESISTANCE TO MOTHS AND PERSPIRATION
- ✓ CAN BE "SET" TO HOLD SHAPE

Du Pont makes only the nylon fibers—not the finished products shown



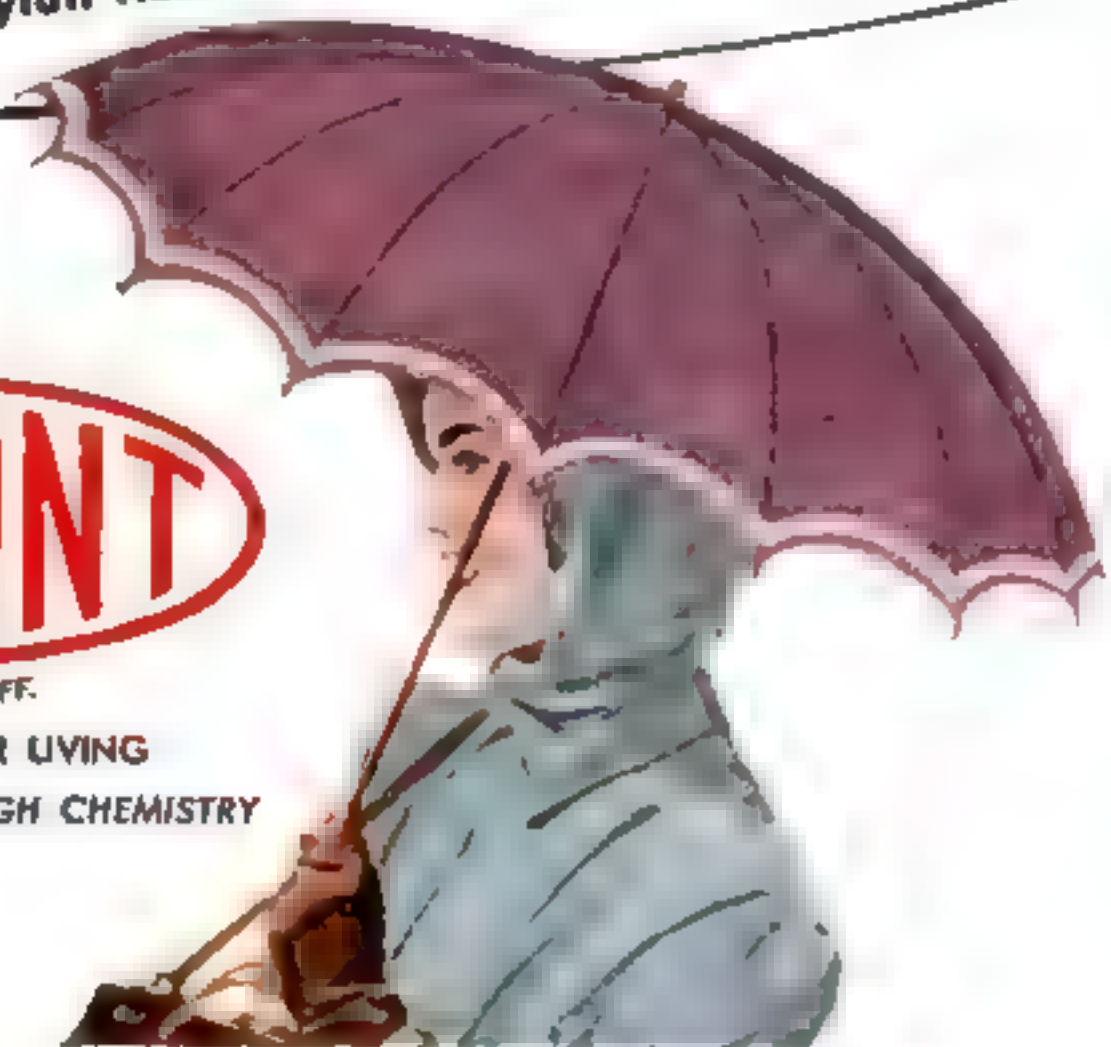
FREE BOOK—Every shopper, student, housewife will want to read "Nylon Gives You Something Extra," a helpful illustrated booklet about easy-living nylon. Write Nylon Div., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.



TO MANUFACTURERS: Do you use textile fibers or fabrics in your product or your process? "Nylon Textile Fibers in Industry" gives examples of nylon's use, suggests cost-cutting ideas. Write for this free booklet!



REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



Extra-quick drying in umbrellas! Storm warnings hoisted? Hoist a nylon umbrella—strong, light, quick-drying, tough to tear—it's a rainy-daisy!

FOR NYLON... FOR RAYON... FOR FIBERS TO COME... LOOK TO DU PONT

PRINCESS MARGARET GOES IN SWIMMING

And British press has a crisis

Britain's Princess Margaret was in Italy on vacation—and the press knows a challenge when it sees one. No sooner had word got around that she planned to go swimming off the Isle of Capri than the cliffs were suddenly full of perspiring young men carrying long-lens cameras. Two photographers disguised themselves as fishermen. One tried to hide underwater in a homemade diving helmet. As one London editor frankly admitted, "What we wanted was a view of the royal limbs."

The Associated Press finally got what the editor wanted. Indeed its photographs—thanks to the fuzziness of the long lens and the light color of the princess' bathing suit—were almost too good. A London city editor threw up his hands and cried, "My God, she's naked!" The *Daily Express* retouched the pictures, darkening the suit, but there was some question whether this reassured readers or made them suspicious. The same paper apologized for the informal attire of the princess' escort, the usually impeccable Major Thomas Harvey, private secretary to the queen. It said, "The major is wearing his shirttails loose over his shorts in the now popular fashion of Continental resorts."

The copy as well as the photographs out of Italy was on the intimate side. The *Sunday Express* reported, "Yesterday she sunbathed on the private beach. . . . She carried a cartwheel straw sun hat, her first Italian purchase. The princess, stockingless, walked three miles along a steep, rocky goat track. . . . Three times in her walk she stopped—once to pick a stone from her shoe and twice to examine her ankles for nettle-stings." The *Sunday Dispatch* told how an Italian newspaperwoman had managed to slip into the princess' hotel suite and discovered that she was reading a book called *Busman's Honeymoon*, using Tweed perfume and Peggy Sage nail polish. But on second thought the press seemed a little shocked at its own enterprise—especially after word came from the palace that the king considered the photographs "very undignified." The *London Times* growled that it was time to quit treating the princess as "a peep show."



IN A TWO-PIECE BATHING SUIT WITH RUFFLED TOP, PRINCESS MARGARET APPROACHES CAPRI'S SURF

BELOW, SHE CLIMBS INTO A BOAT. HER COMPANION IN BOTH PHOTOS IS MAJOR HARVEY OF PALACE STAFF



PRINCESS AND MAJOR APPEAR IN STREET CLOTHES

"Soaping" dulls hair— Halo glorifies it!



**Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film**

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use *Halo Shampoo*! At any drug or cosmetic counter.

- ✓ Not a soap, not a cream—cannot leave dulling film!
- ✓ Quickly, effectively removes dandruff from both hair and scalp!
- ✓ Gives fragrant, soft-water lather even in hardest water!
- ✓ Leaves hair lustrously soft, easy to manage—with colorful natural highlights!



Halo reveals the hidden beauty of your hair!

Princess Margaret CONTINUED



HOT-WATER BOTTLES are carried to princess and lady in waiting by hotel maid. They took their own from England, asked hotel to fill them at bedtime.

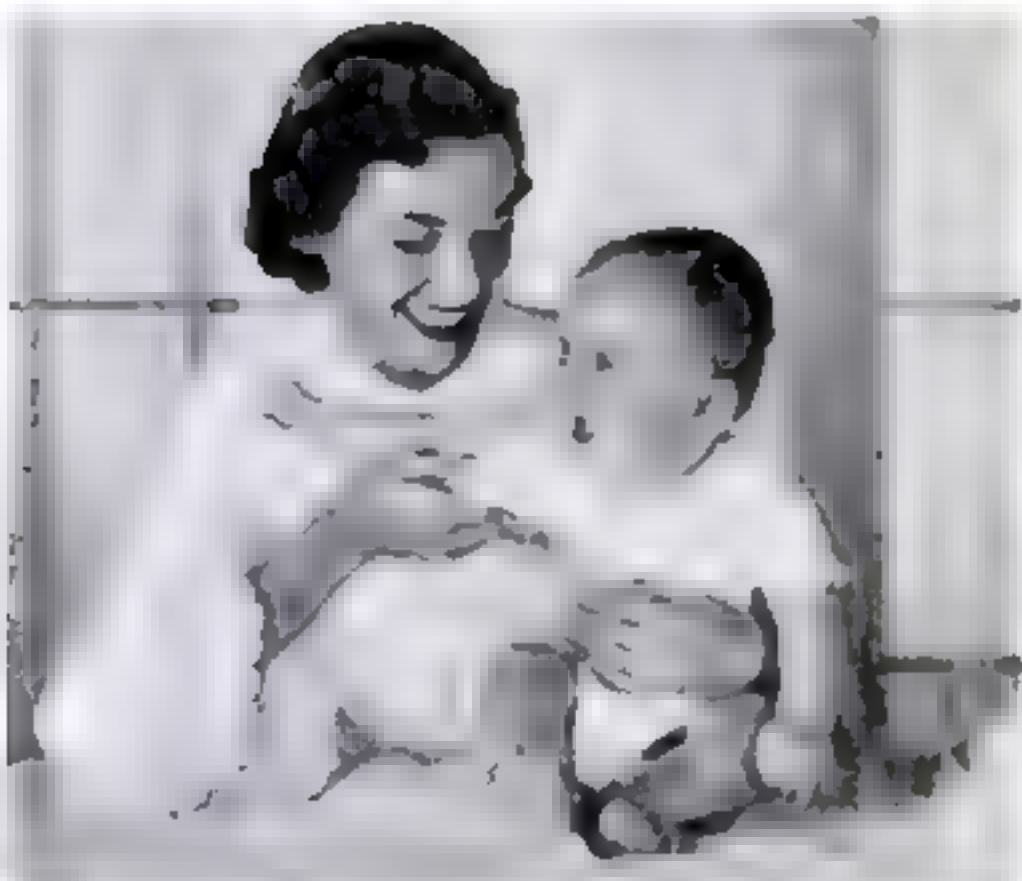


CURIOUS BYSTANDER and his donkey watch the princess leave hotel in Capri. With her is her lady in waiting, Lady Mary, the wife of Major Harvey



He's so helpless—so dependent on you to keep him comfortable all the day through

Treat his thinner skin tenderly



You take special care of his soft little shirts—see that they're scrupulously rinsed of every bit of soap residue. His skin is so tender—so easily irritated—everything that touches it must be soft as down. Your baby's skin really is thinner than a grownup's—skin studies show it would chafe quicker. He needs all your loving care to keep him comfortable all day long.

You gladly take the time to change him—keeping his tender skin dry means so much to his comfort. If your baby is under 6 months, try fluffing up 20 or more sheets of ScotTissue and inserting them in baby's diaper. You won't have to bother with so many complete diaper changes. Just flush away the soiled tissue. Means less laundering for you—more comfort for baby.

More mothers every day are finding the ideal combination of "tender skin" qualities in ScotTissue. "Old linen" softness that won't chafe . . . instant absorbency for cleanest cleansing. Just the right strength to prevent tearing or shredding even when moist. You can always trust ScotTissue's comforting softness in caring for your baby's tender thinner skin.

Trade Marks "ScotTissue," "Soft as old linen" Reg. U. S. Pat. Off.

SCOTTISSUE IS SOFT AS OLD LINEN

3-WAY FAVORITE!

CHOOSE THE ONE BLENDED WHISKEY
THAT GIVES YOU ALL 3



Every drop

90 PROOF—

rich, robust, delicious!



**CHOICE
QUALITY**

* 35% Straight Whiskies
65% Grain Neutral Spirits



**WINNING
PRICE**

—America's Greatest
Whiskey Value!



FLEISCHMANN'S PREFERRED

* THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N.Y.



FOUR PROFESSORS SIT AT TRIAL. THE FIRST TWO HAVE HEAVY WEIGHTS

HOW TO TREAT

Colorado mining students squirt them with beer,

The seniors at the Colorado School of Mines in Golden are rough and tough and proud of it, and every year their class sets aside a special day to get even with the faculty whether the faculty likes it or not. They call this day "Sneak Day," guard its date carefully and signal it with a blast of dynamite which they set off near the college. When the day came again last month and the blast went off, police in Golden and nearby Denver grimly practiced their good-natured smiles and town kids skipped school to watch the excitement. At the signal some 300 seniors in wild costumes poured out of their rooms, called off classes and



CONVICTED TEACHERS stood the fun without complaint. In first picture Prof. A. L. Pierce, sentenced to blow bubbles, goes to work with hose and



LOCKED TO THEIR LEGS, THIRD IS IN A SACK, FOURTH BLOWS BUBBLES

PROFESSORS

splatter them with eggs, lock them in chains

went to work. First they sent committees to chase after certain professors, whom they had classified in groups from "Super-Stinker" to "Fragrant," dragged them to the field house and put them in a cage labeled "Trash." Then they staged a huge mock trial, and for hours the poor professors had to endure such indignities as being hit with eggs, stuck with electric prongs, "hanged" from ropes and tied in chains. Then, when the professors offered no more sport, the seniors overflowed onto the campus and into Golden. They even got as far as Denver, 15 miles away, where it took 12 squad cars of police to drive them from the city.



soapy water. In second M. C. Smith is squirted with beer from fire extinguisher. In third Pierce is "hanged," and in fourth A. H. Lindley sits covered with egg.

CONTINUED ON NEXT PAGE



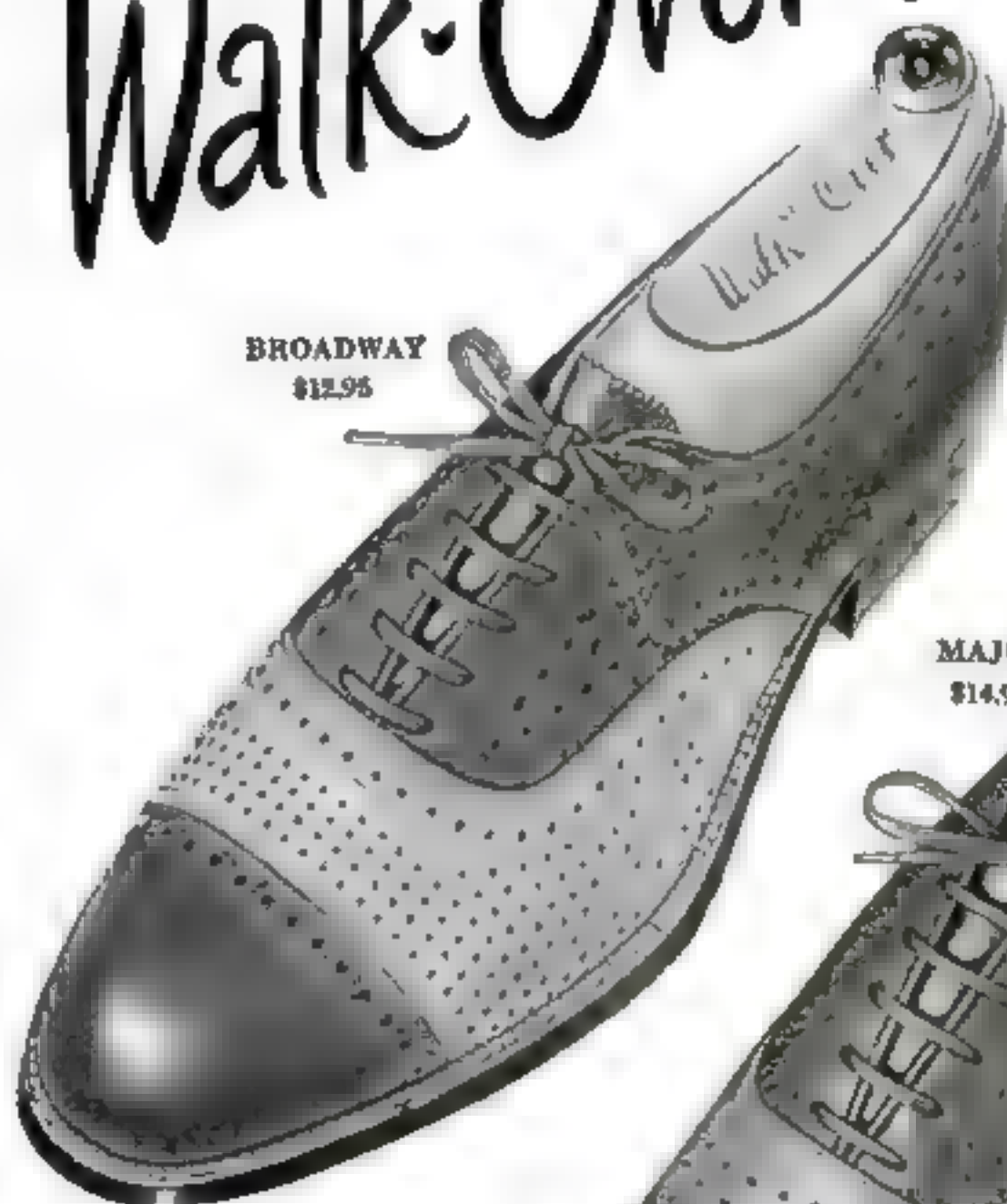
When
sidewalks
sizzle...

● Why suffer in air-tight shoes?
Get into these opened-up,
cross-ventilated Koolies...
and feel that breeze!

Every step starts a young hurricane
of cool air circulating
across your feet.

Ask for Walk-Over Koolies,
the original fresh air shoes.
Smart styles for town or loafing.

Walk-Over Koolies



MAJOR
\$14.95



Walk-Over prices from \$12.95
Geo. E. Keith Company
Brockton 63, Mass.





THERE'S ONE FOR YOU!

...an enticing, bare-shouldered, backless beauty—a Cole of California swimsuit. The bra is magic—stays put comfortably (with straps for swim insurance). Add the matching skirt and you have a three-piece vacation costume, stunning by sunlight...entrancing by moonlight! Try on this Cole ensemble at your favorite store. In a wide variety of cottons exclusive with Cole. The swimsuit, \$11.95; the skirt, \$10.95.



Cope, 1949, Cole of California, Inc., Los Angeles 11

Colorado Mining Students CONTINUED



ON DENVER STREETCAR, one of several stalled by students who pulled cars' trolleys from overhead wires, a senior reads his paper and drinks beer.



STOPPING GAS TRUCK near the University of Denver campus, students unroll its hose on the street. Soon after this the police came and arrested three.

Kodak



Keep Commencement memories in snapshots

Commencement is a wonderful time—the beginning of a new life, and the end of the old. Time for the fine new dress, the cap and gown . . . for parties and other last get-togethers. Classmates, families, and friends will all want snapshots to keep the memories fresh. Take *plenty*.

These are snapshots you can never take again, so be ready with some extra rolls of Kodak Film—America's favorite by far. It makes your picture-taking so simple, so sure.

Remember, the snapshots you'll want tomorrow, you must take today . . . Eastman Kodak Company, Rochester 4, N. Y.

What graduation gift could mean more than a smart new Kodak Camera!

You get the picture with Kodak Film—the film in the familiar yellow box.





Lovely and welcoming in your hall . . . Nairn Inlaid Linoleum gives you a superlative floor that's restful, resilient underfoot—wonderfully easy to care for! Sleek, modern Nairn is beautiful in *any* room!

Don't stop with the floor! For smooth, handsome walls that never need refinishing, the answer is Nairn Wall Linoleum . . . and for sink and counter tops, the truly modern covering is Nairn Linoleum.

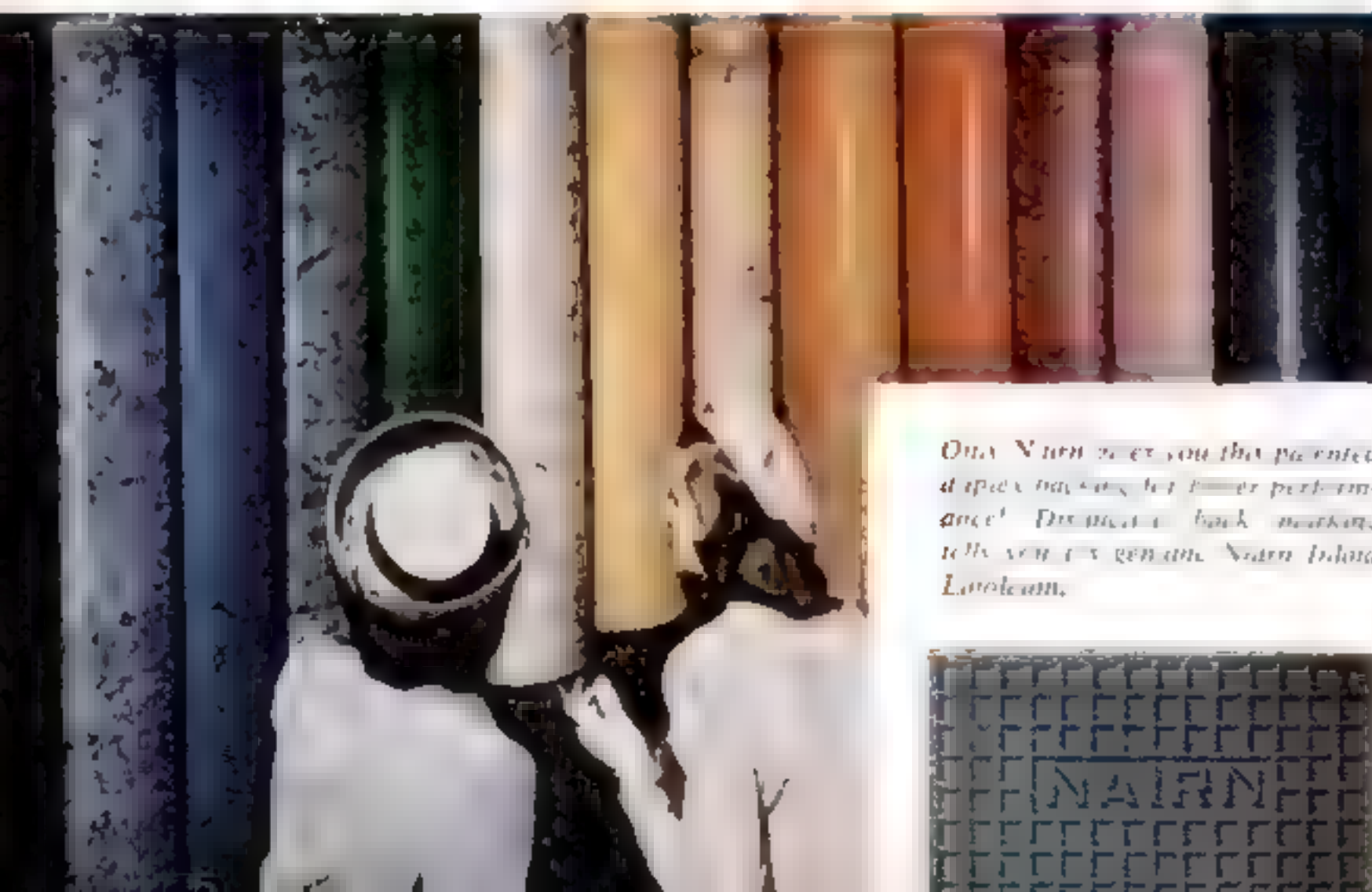


© 1934 Nairn Linoleum Co.

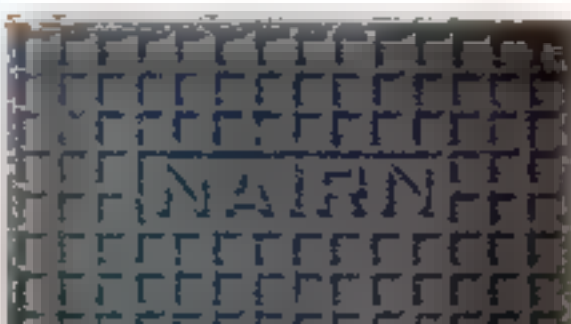


© 1934 Nairn Linoleum Co.

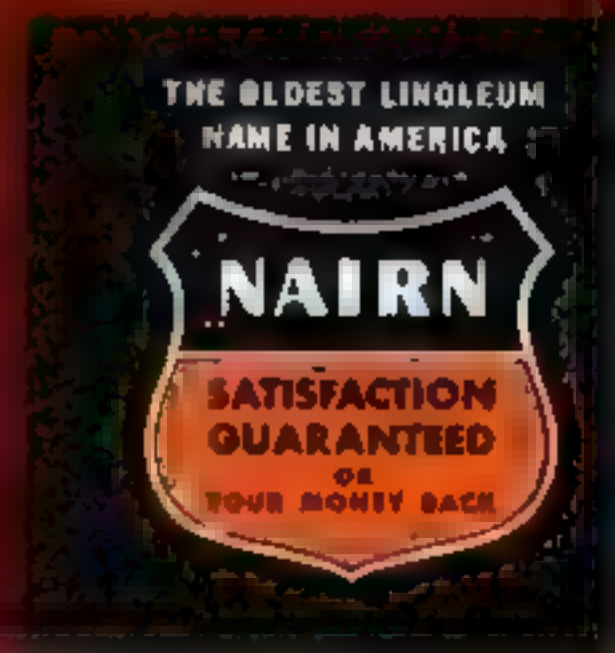
Now! Nairn Inlaid Linoleum sweeps the



Only Nairn gives you this patented duplex backing for better performance! This picture back marking tells you it's genuine Nairn Inlaid Linoleum.



Here, at your feet, is the most beautiful linoleum of a.l. in the most wonderful of colors. Choose your favorite rainbow tone — glowing red . . . sunlit green . . . deep-sea blue. In *any* color, Nairn's rich beauty shines out. For this is linoleum of matchless quality . . . matchless satisfaction. What's the secret? Nairn — and *only* Nairn — gives you resilient, super-smooth linoleum on a patented duplex felt backing. This exclusive backing ends your worries about the buckling, cracking, and blistering that often mar ordinary linoleums, when the wood floors underneath expand and contract — as they normally do. It makes all the difference in looks and service. Be sure to see Nairn *first* when you're shopping for linoleum. It's genuine inlaid linoleum so good that Congoleum-Nairn — America's oldest linoleum makers today — guarantee satisfaction or your money back!



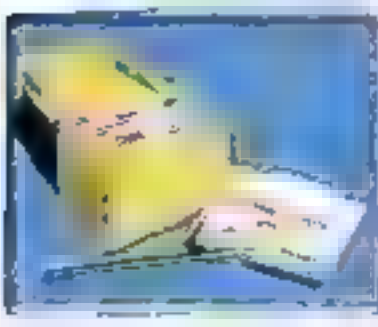
rainbow...



*TO GIVE YOU EVERY
COLOR YOU WANT!*

• For lots more exciting decorating ideas, get your copy of "Room Recipes You Can Follow Yourself."

It's a 24-page book in brilliant full color showing all kinds of wonderful ways to brighten your home... lets you see how sleek and beautiful Nairn Inland Linoleum looks upstairs and downstairs and all through the house! Send 10 cents to Congoleum-Nairn Inc., Department 20, Kearny, N. J.



CONGOLEUM-NAIRN INC.

First with the finest floor and wall coverings



KEARNY, NEW JERSEY, MAKERS OF GUARANTEED FLOOR AND WALL COVERINGS: NAIRN LINOLEUM NAIRN ASPHALT TILE • NAIRN SELF-POLISHING WAX • CONGOLEUM • CONGOWALL



Everybody knows the sign of good coffee



Now in
Instant form too!

Products of General Foods

"TIME OUT!" A welcome call. Especially welcome when it signals time for Maxwell House—the famous coffee that's expertly blended to give you so much more pleasure... so much more real satisfaction. Coffee with a "Good to the Last Drop" flavor that makes people say "Best I ever tasted!"

It brings you the most in coffee drinking enjoyment—a more full-bodied, vigorous flavor, an extra richness. No wonder more people buy and enjoy Maxwell House than any other brand at any price!

TUNE IN... Maxwell House Coffee Time... starring George Burns and Gracie Allen, NBC, Thursday nights.



Maxwell House... the one coffee with that

"Good to the Last Drop" flavor!



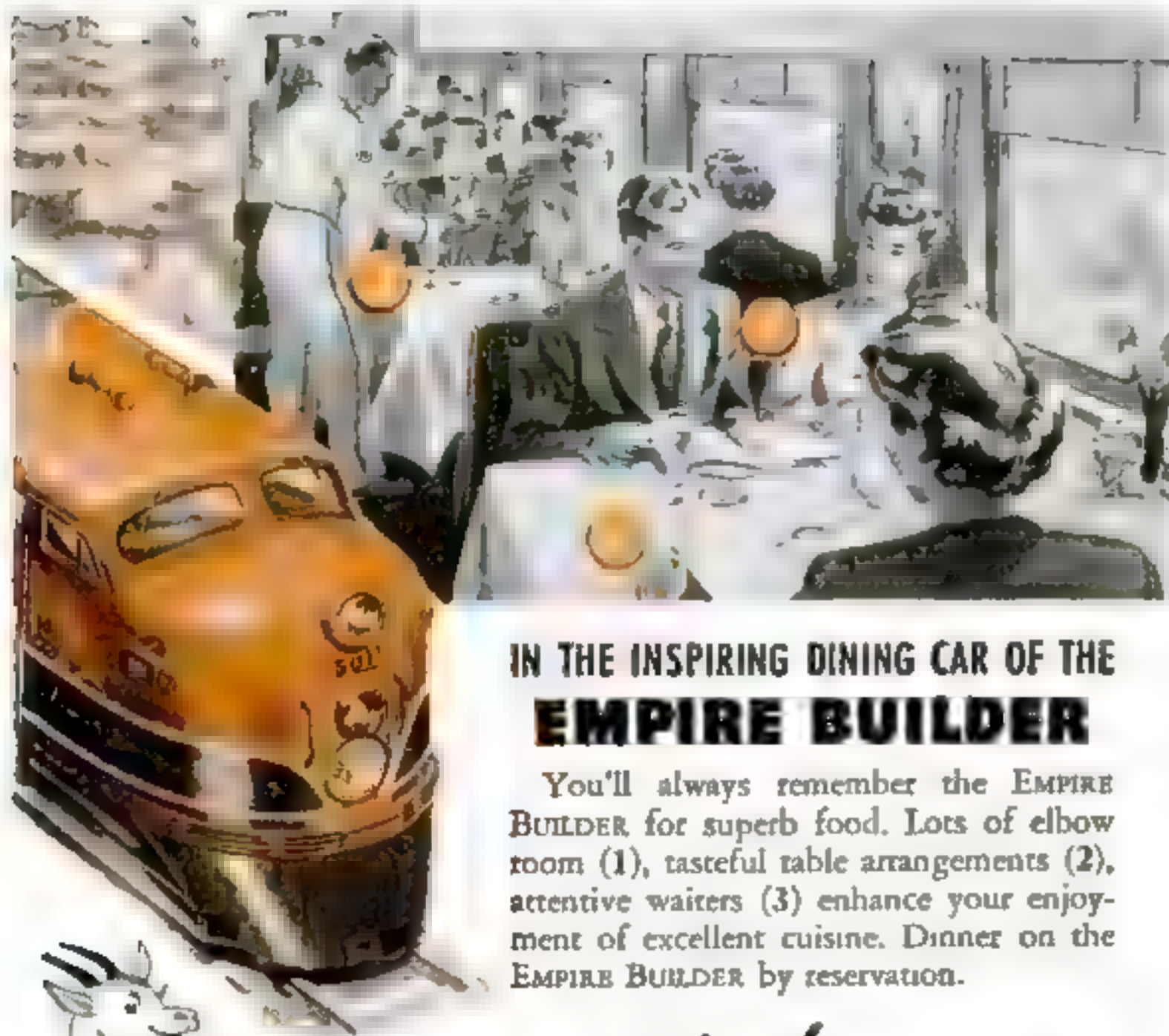
WHILE CLARK WATCHES, 6-YEAR-OLD JIMMY COLE (DARK TRUNKS) EXPERTLY DUCKS UPPERCUT BY 5-YEAR-OLD JACKIE BOOTS, WHO HAS FORGOTTEN LESSONS

KIDS IN THE RING

**Cop stops schoolyard fist fights
by giving the boys boxing lessons**

Eleven years ago Joe Clark was just another cop directing traffic at a Glendale, Calif. intersection in front of a public school. Today he is easily the most popular cop in town. While shepherding his kids across the street, Clark found himself almost constantly breaking up fist fights. So he got permission from the school, started afternoon boxing lessons for the small fry (like the 5-year-old on the cover) to provide a harmless release for the energy that had often erupted into after-school fights.

Besides teaching the difference between scientific boxing and windmill-style fighting (*above*), Clark takes his young gladiators to entertain at veterans hospitals. At these occasions many a father comes along to act as his son's "second." Although Clark, a former fighter himself, is more interested in teaching sportsmanship than fighting as a career, one of his 9-year-old protégés last year honored his coach by winning the Glendale Silver Mittens Championship in the flowerpot division.



IN THE INSPIRING DINING CAR OF THE **EMPIRE BUILDER**

You'll always remember the EMPIRE BUILDER for superb food. Lots of elbow room (1), tasteful table arrangements (2), attentive waiters (3) enhance your enjoyment of excellent cuisine. Dinner on the EMPIRE BUILDER by reservation.



You go great when you go
Great Northern

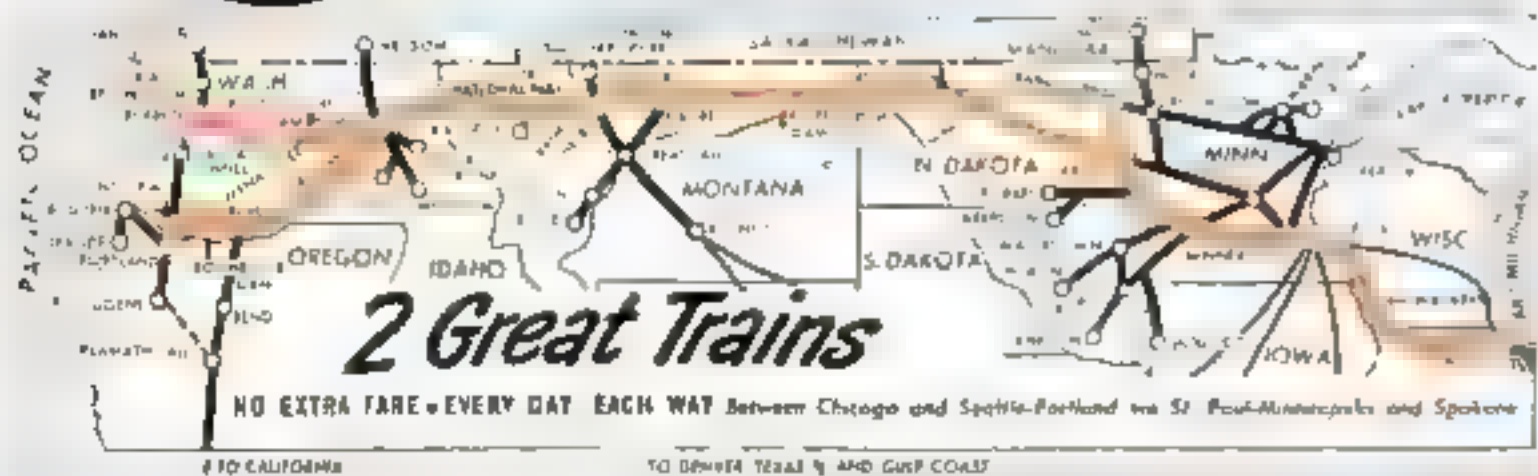


IN THE COMFORTABLE LOUNGE OF THE *Oriental Limited*

Relax in the *Oriental Limited's* spacious observation-club car. Chat or play cards in the club section; read or write letters in the lounge (4 and 5); or just watch the passing panorama. The train to a Montana mountain vacation in Glacier National Park.

Write P. G. HOLMES, Passenger Traffic Manager
Great Northern Railway, St. Paul 1, Minn.

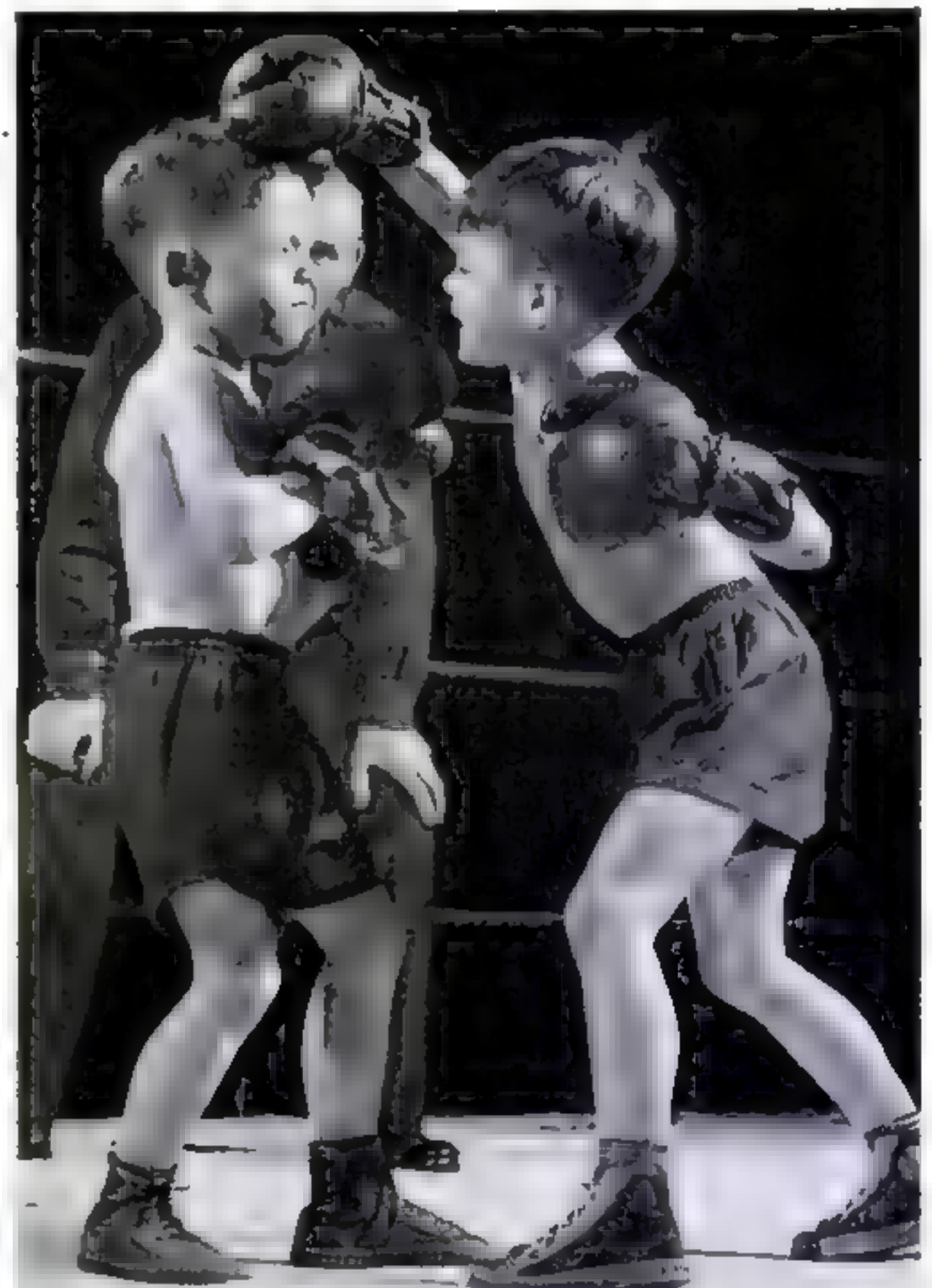
Great Northern Travel Offices in all principal U. S. and
Canadian cities or consult local railway ticket agent.



Kids in the Ring CONTINUED



A LEFT TO THE EAR sends Jimmy Cole off balance, his glove wagging in the air, as Jackie Boots recovers from the *faux pas* shown on the previous page.



JIMMY GETS IT AGAIN, this time on top of the head and from 5-year-old Bobby Wells. In 11 years no boxer has suffered anything worse than a nosebleed.

"I love a man with a Barbasol face!"

(Because it's so smooth and fresh-looking no doubt. And here's a secret, Cutie: Barbasol leaves a guy's face feeling just as good as it looks!)

"The sm-o-o-o-thest men I know use Barbasol!"

(Naturally, Sugar... that's because Barbasol gives millions of guys a really close, clean shave that lasts all day!)

"I think a Barbasol shave gives a man that prosperous look!"

(It ain't just a "look," Dreamboat. Fella can "shave and save" with Barbasol's giant tube!)



**No brush
No lather
No rub**

"Men, these lovelies give you only four good reasons for using Barbasol. There's lots more!"

(Right, Girl! It's quicker, cleaner, more sanitary. And it never removes natural skin-oils, as soapy lathers do. So your face stays smoother, feels better. Try Barbasol, today!)

"Popsie always sings while he shaves now—since he switched to Barbasol!"

(Here's why, Sweetie: Barbasol's special ingredients wilt whiskers fast for cool, comfortable shaving. No strain—no pain!)



Avoid "Athletic Aroma"
Use Barbasol Lotion Deodorant



THE ATOM

A LAYMAN'S PRIMER ON WHAT THE WORLD IS MADE OF

"Sweetness and bitterness, warmth, cold and color are only appearances; in truth, nothing exists but atoms and the void." This flash of insight, put into words 2,500 years ago by the Greek philosopher Democritus, was the first expression of the theory which in our time has led to the release of the greatest force in the universe.

The Greeks of the Sixth Century B.C. had inherited a world of myth and superstition, a world in which events, from the motion of the sun to the rising of the tides, occurred at the will of gods and demons. It was not a world to be understood but only to be feared. Democritus and his contemporaries found this view repugnant. They insisted that the events of nature must happen in an orderly and necessary sequence and that man could understand something of the machinery and causes behind them. Democritus tried to explain change and the existence of individual things by assuming that everything is caused by the motion and aggregation of incredibly tiny and indestructible masses.

Five centuries later the atomic theory was expanded by the Roman, Lucretius. In a poem, *On the Nature of Things*, Lucretius champions atomism in a vivid appeal to experience. "Water dripping from the eaves hollows a stone, the bent ploughshare of iron imperceptibly decreases in the fields . . . the brass statues too at the gates show their right hands to be wasted by the touch of the numerous passers-by who greet them. These things then we see are lessened . . . but what bodies depart at any given time the nature of vision has jealously shut out of our seeing. . . . Nature therefore works by unseen bodies." Lucretius realized that the hardness and solidity of many things could only be accounted for by a force holding atoms together. Though this force (pp. 76, 77) was not discovered for nearly 20 centuries, Lucretius conceived an ingenious theory. He imagined some atoms to have hooks: "Things which look to us hard and dense must consist of particles more hooked together. . . . Those things which are liquid and of more fluid body ought to consist more of smooth and round elements."

For 1,500 years the atomic theory lay where Lucretius had left it. But with the Renaissance of the 16th Century the edifice of modern science was begun, and atomism appeared to be the theory of matter most in harmony with the growing conception of nature as an intricate mechanism obeying mathematical laws. One

curious branch of science was already far advanced. This was alchemy, the search for an elixir to make man eternally young and for a means of changing useless substances into gold. Fruitless as this search was, it furnished a basis for chemistry. In 1661 Robert Boyle, an Englishman, published *The Skeptical Chymist*, in which he discarded the quest of the alchemists and recommended instead an attempt to understand nature. Boyle introduced atoms into his chemistry, describing chemical changes as the result of atoms of one kind forcing themselves

On these pages LIFE presents the first of a series on the subject of atomic energy. This article, which was prepared with the help of Columbia University, deals with the nature of the atom itself. Future subjects will include fission, the bomb and peacetime uses of the atom's energy.

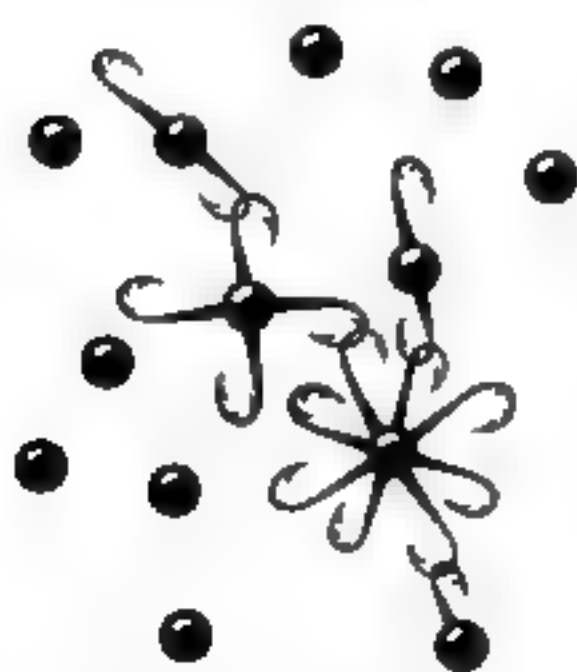
between others already united. During the same century Sir Isaac Newton announced one of the great achievements of science—his law of universal gravitation—which showed that all bodies, whether they be planets or stones, mutually attract each other. Though he did not try to prove it, Newton suggested an atomic theory of chemistry in which atoms combined because of attractive forces be-

tween them (drawing below, right). In his book on optics, he asks, "Have not the small Particles of Bodies certain Powers, Virtues or Forces, by which they act at a distance . . . upon one another for producing a great part of the Phaenomena of Nature? . . . The Attractions of Gravity, Magnetism and Electricity, reach to very sensible distances . . . and there may be others which reach to so small distances as hitherto escape observation."

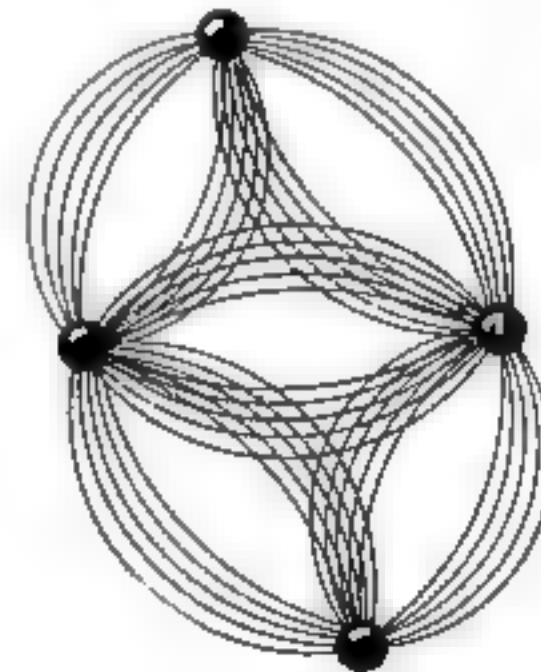
In the course of the following century chemistry grew more and more fruitful, and chemical analysis brought to light many basic elementary substances. In 1780 the Frenchman Lavoisier listed nearly 50 such elements and made accurate measurements of the quantities involved in chemical combinations. The concept of atoms grew increasingly plausible, but not until the following century would the English chemist John Dalton demonstrate convincingly, from the way elements combine, that they must be made of tiny particles (p. 74). All that could be said at the close of the 18th Century was that atoms might exist. But no one had proved it.

The last 150 years have witnessed both the confirmation of the atomic theory and the discovery of atomic properties not even suspected in the 18th Century. As knowledge about the forces of matter increased, the science of physics exerted a growing influence on the human community. The discovery of the electrical properties of atoms contributed to the industrial revolution of the 19th Century which brought a radical change in man's way of living. The recent discovery of the forces buried within the atom may have an even greater effect on the life of modern man. As a source of limitless power, atomic energy may transform the whole structure of modern industry. As a research tool it has already led to new discoveries in medicine, agriculture and the basic sciences. And as a weapon it has proved itself capable of destroying the very civilization to which it promises so much.

To David Lilienthal, the man whose awesome responsibility it is to administer this country's enormous atomic energy program, the need for public information seems vital and urgent. For as he says, "In this democracy atomic energy must belong to the people; and the people will have to make the decisions that govern its use. If their decisions are to be wise ones, they must be based on knowledge of what atomic energy is and what it can do." Fundamental to such knowledge is an understanding of the nature of the atom itself. On the following pages LIFE presents a primer based on the great experiments and the evolution of ideas that have led to the release of atomic energy.

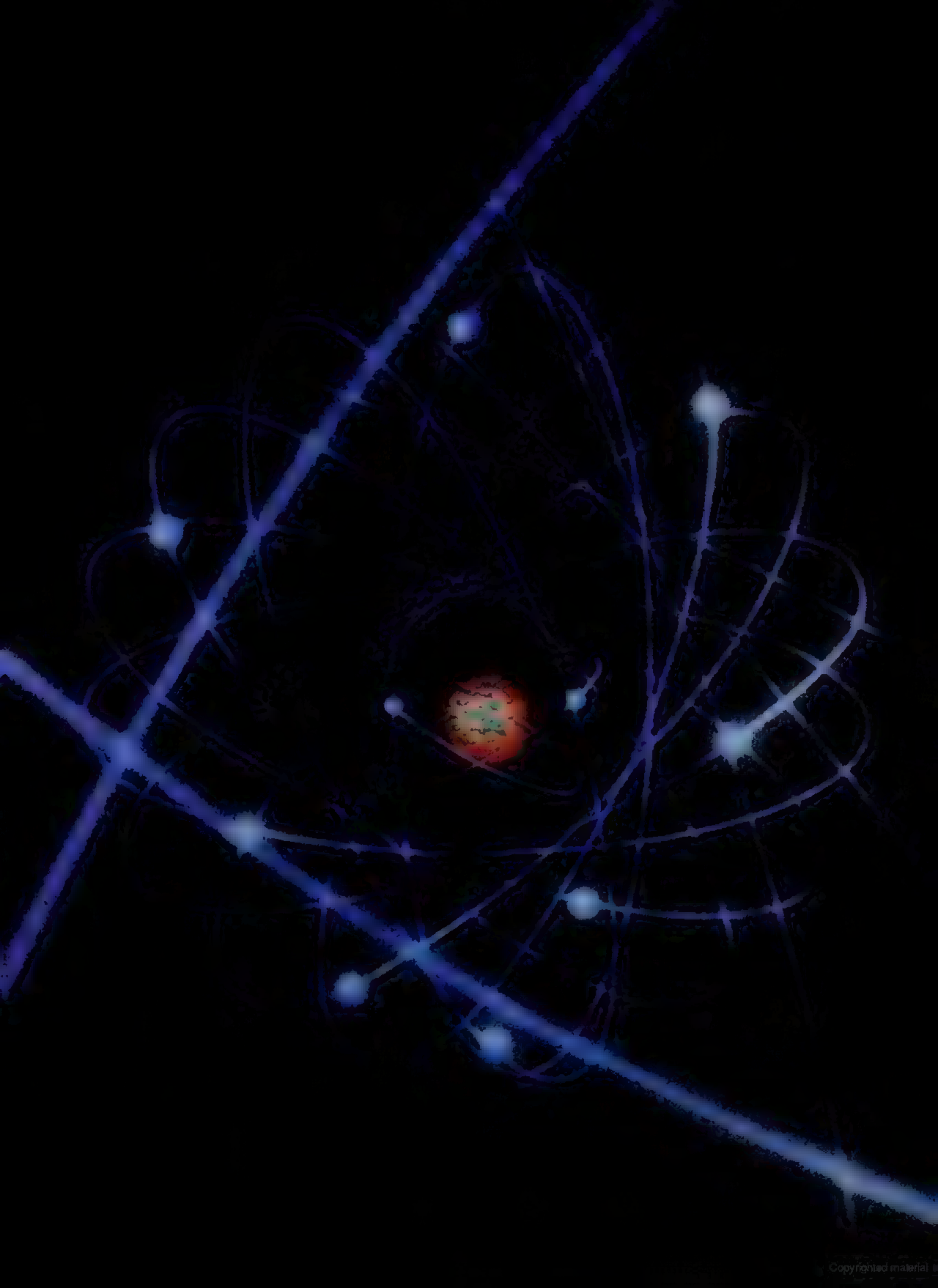


LUCRETIUS' ATOMS



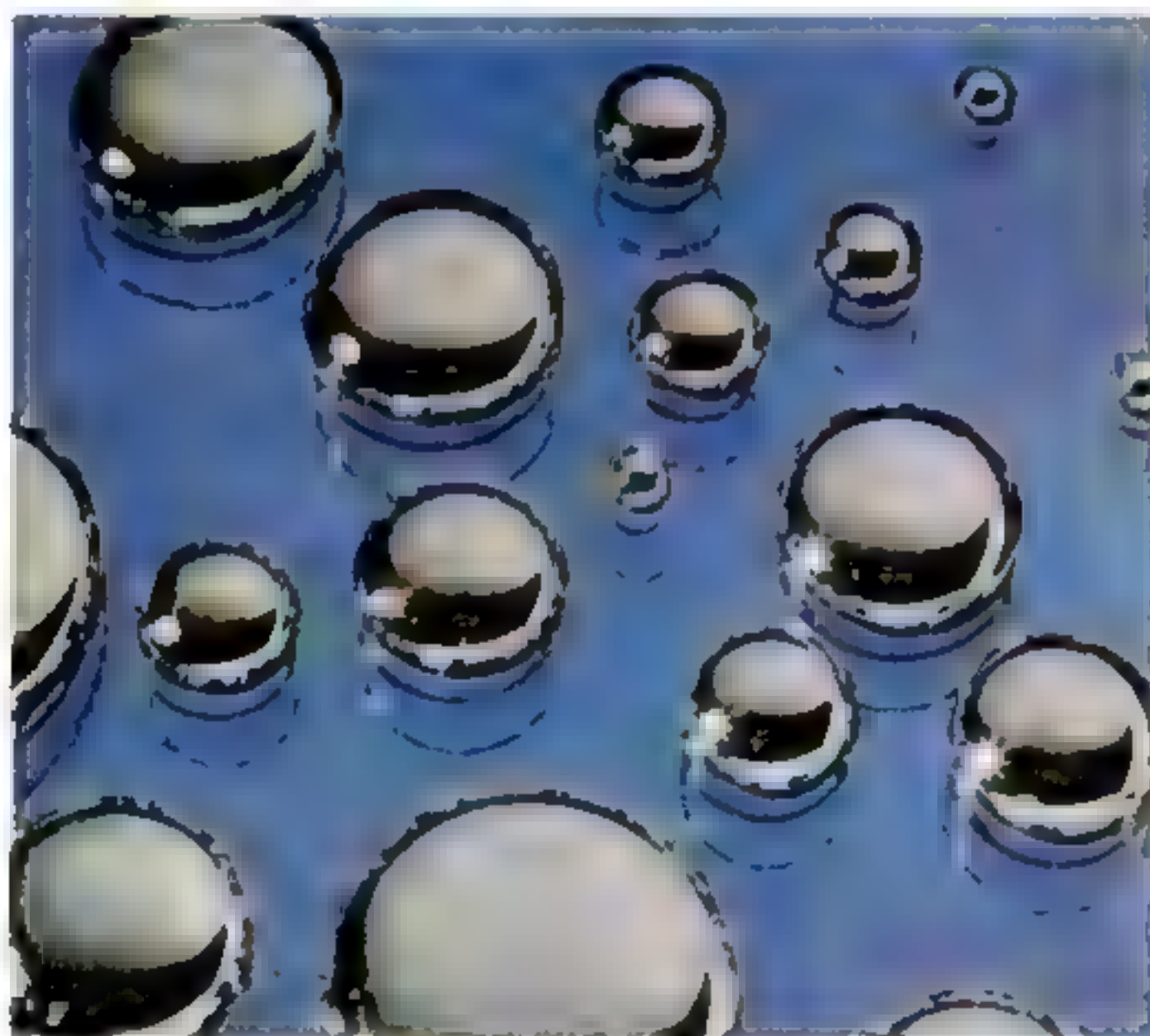
NEWTON'S ATOMS

URANIUM ATOM model has a compact nucleus consisting of 92 protons (red lights) and 146 neutrons (green lights). Streaks of blue light represent some of its 92 electrons. Evolution of this atomic concept is explained on the following pages. →





IRON



MERCURY



COPPER



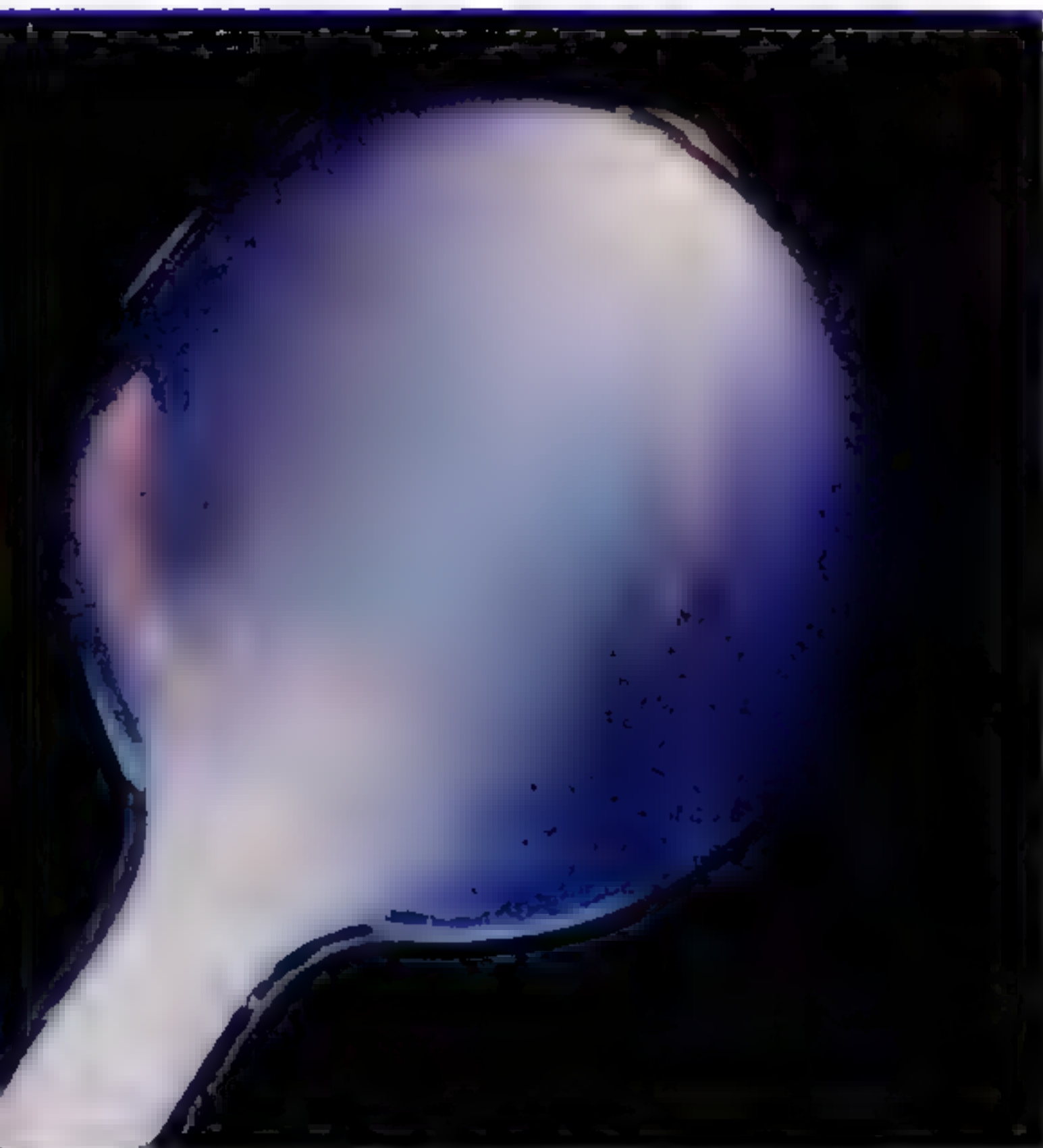
NITROGEN

THE BASIC

Man's senses tell him that the physical world in which he lives is an assemblage of infinitely varied and infinitely changeable substances. The countless kinds of minerals, vegetables, animals which compose it take on almost every imaginable form, ranging from tough metals and intangible gases to growing leaves and living flesh. All these things change and sometimes even seem to disappear: metals rust, gases burn, leaves and flesh decay. But though matter is changeable it cannot be destroyed, for all its endless forms are made up of a few changeless and chemically irreducible substances. These are the elements, the building blocks of the universe.



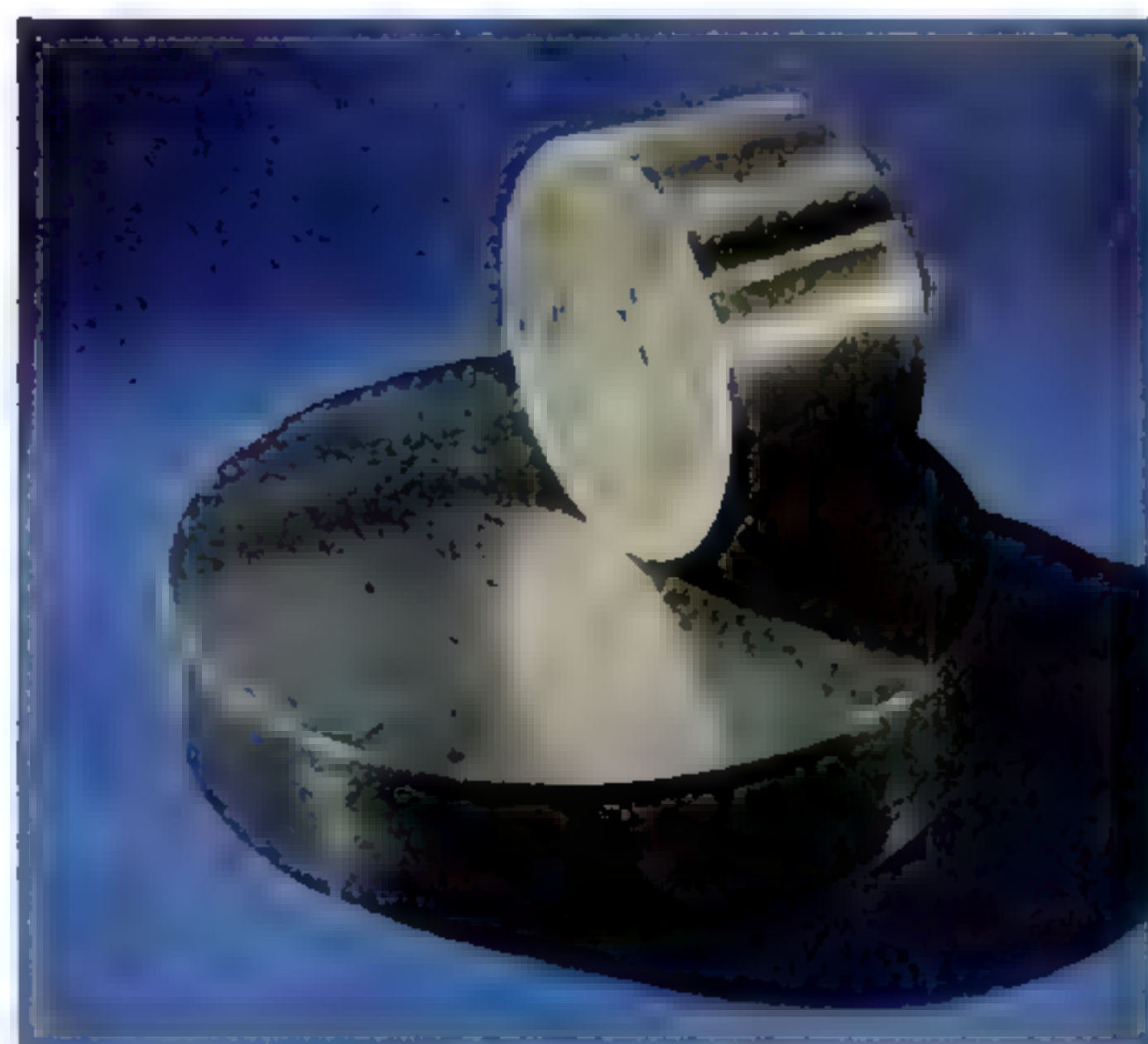
SILVER



HYDROGEN



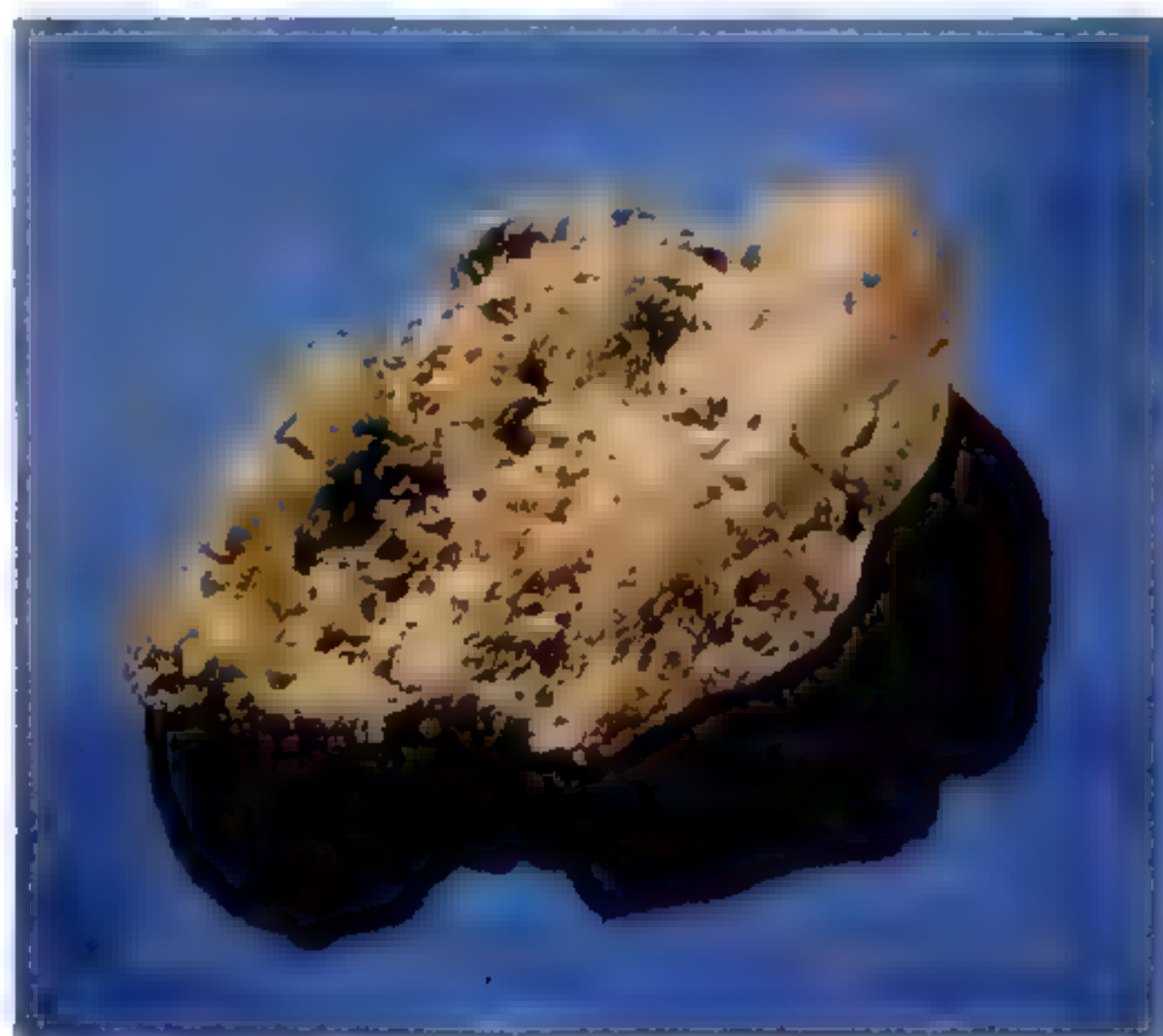
TUNGSTEN



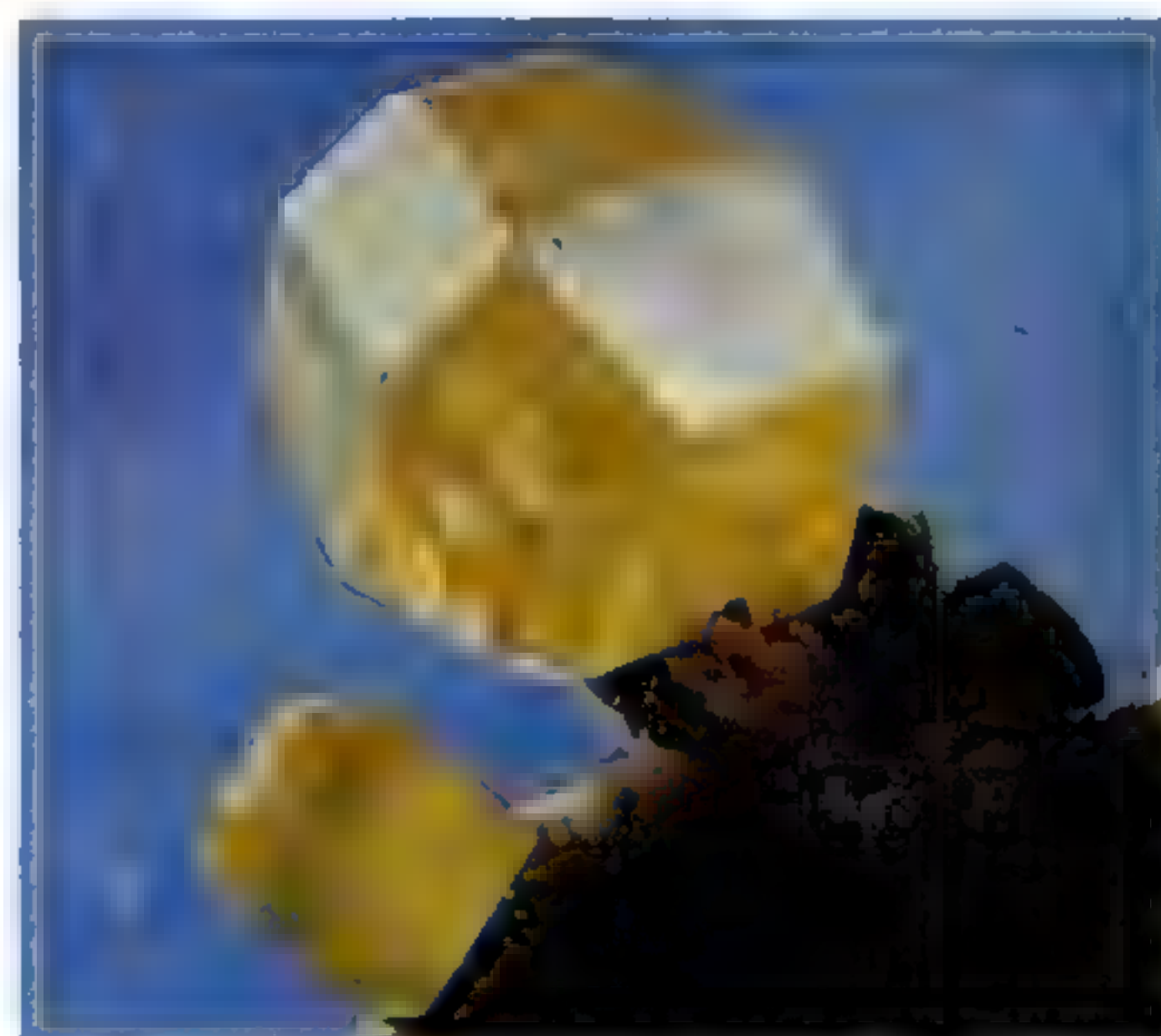
URANIUM

ELEMENTS

It is this indestructibility which distinguishes the elements from the far more numerous substances that they combine to form. There is no readily apparent difference between elements like the 10 shown here and other kinds of matter; yet they are fundamentally different. For though their physical form may vary (each of them can exist as a solid, a liquid or a gas), their chemical properties do not. Nonelemental substances (*next page*) lack this stability: under the effects of heat or electric current or acids they lose their original properties and break down into their ultimate components—the unalterable elements of which they were composed.



GOLD

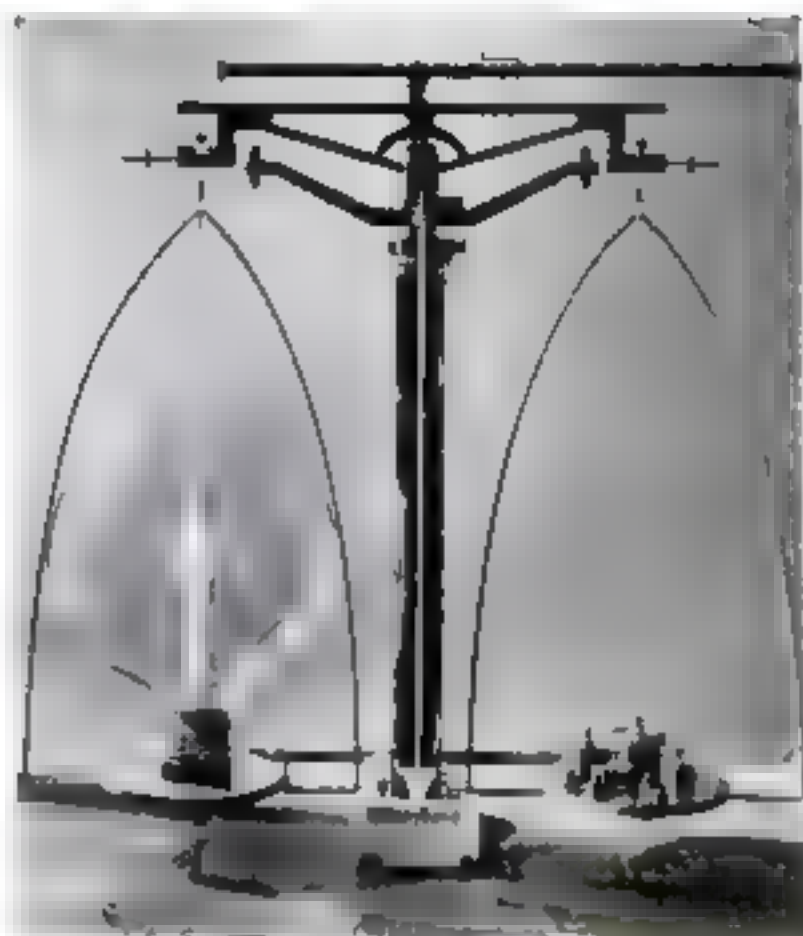


SULPHUR



BURNING CANDLE is a simple illustration of the breakdown of a compound into its component elements. The candle's wax is liquefied by the heat from the flame and drawn up the wick where it is vaporized and burned. In the process of combustion the elements which make up the wax (carbon and hydrogen) are sep-

arated from one another (*opposite page*). The hydrogen from the candle then combines with oxygen from the surrounding air to form a flame. The carbon, heated to incandescence, gives the flame its visible light. The shadow at left shows the up-draft of air around flame which brings in new oxygen and keeps the flame alive.

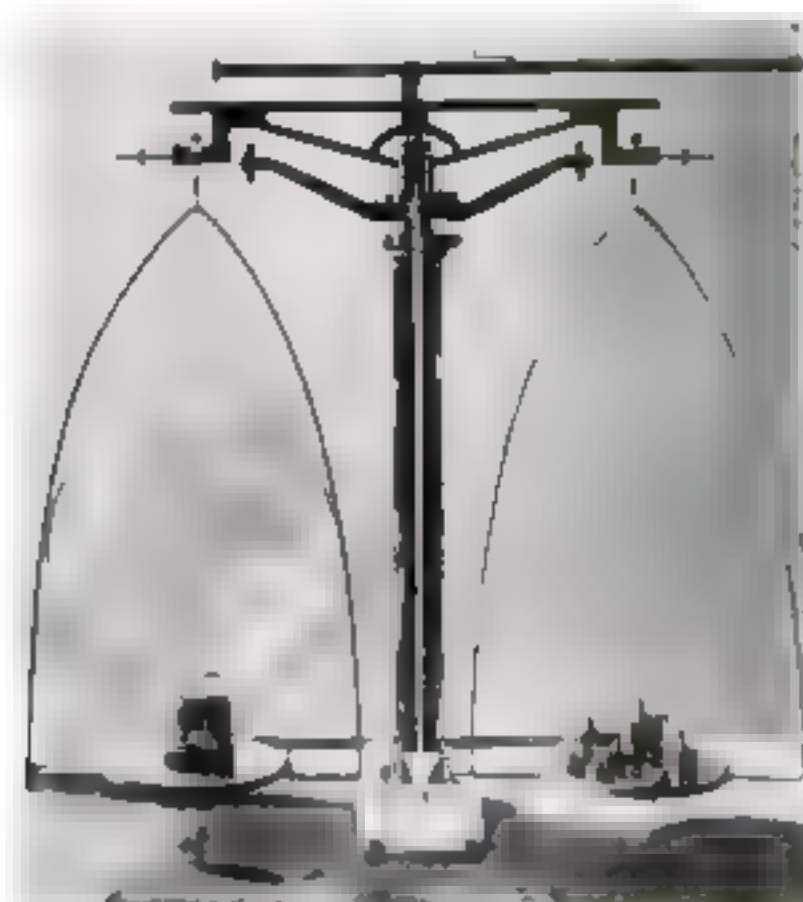


PERFECT BALANCE shows that flask containing oxygen and candle weighs 99.4 grams.

CANDLE PROVES MATTER CANNOT BE DESTROYED

The two most significant facts about matter—that it is indestructible and composed of elements—can be illustrated by the homely example of a burning candle. Seemingly the candle vanishes into thin air, devoured by its own consuming flame. Actually its substance is not destroyed but only converted into other forms of matter. Convincing proof of this fact is given by a demonstration in which a burning candle is sealed in a flask of oxygen and balanced precisely on a scale (*above*). The candle burns away (*below*), yet the weight of the flask and its contents remains completely unchanged. Fire has changed the quality but not the quantity of matter.

Normally the products of the candle's burning are invisible. They rise from the flame in infinitesimal particles and are dissipated. But they can be trapped and identified: a screen held over the flame picks up a soft, black coating of carbon (*right, above*); a container in which the candle burns becomes lined with water droplets (*right, below*). As the wax disintegrates, carbon and water are formed. These two substances must contain the elements of which the candle was made, for they remain when the candle has burned away. Carbon is itself an element. Water, a compound, is made up of two elements, hydrogen and oxygen. But the oxygen in the water could not have come from the candle, which must take oxygen from the air in order to burn. Therefore the candle must have been made of carbon and hydrogen; two radically different elements which combined to form it and were released again by its destruction.



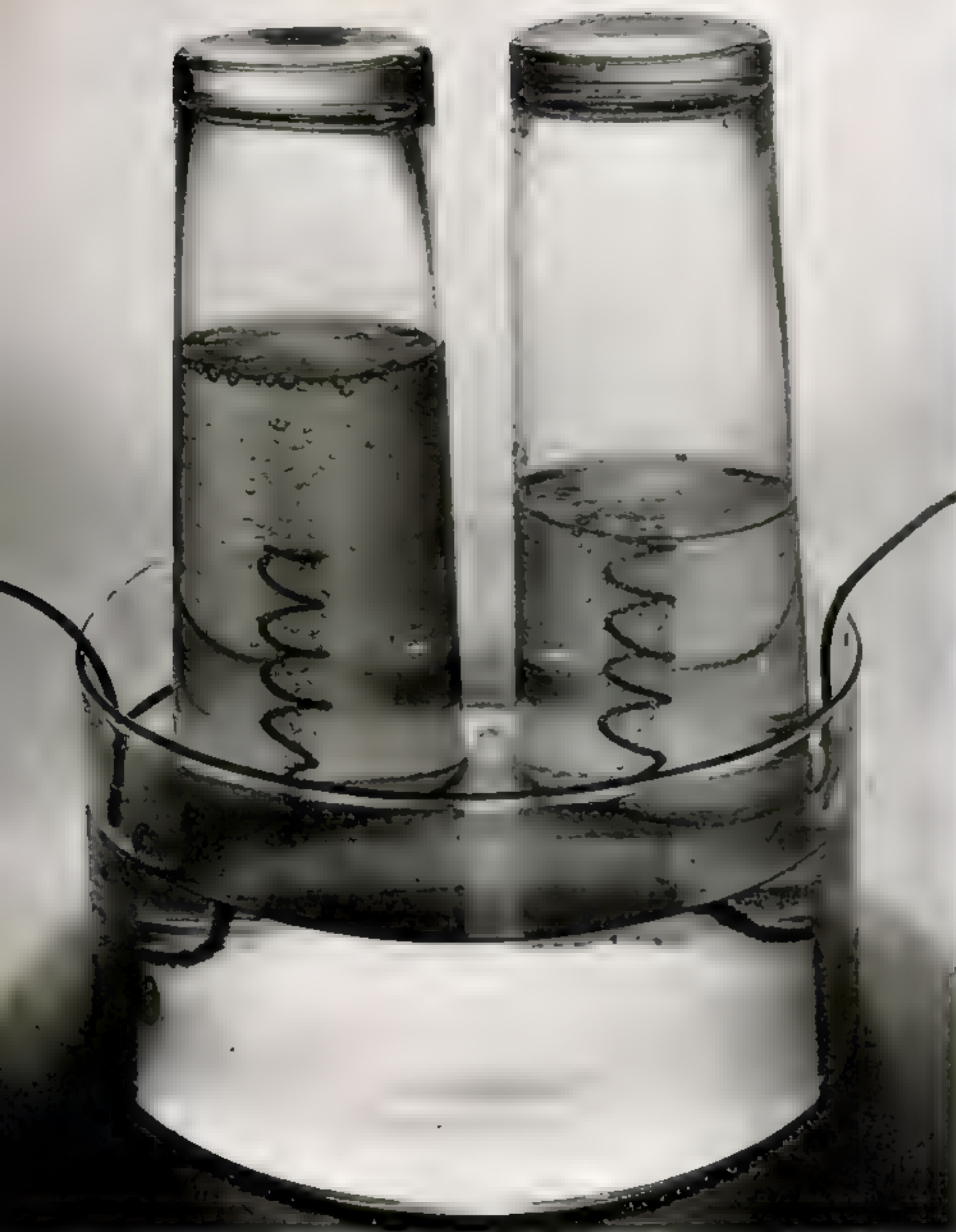
STILL IN BALANCE after the candle has burned, scales show no matter was destroyed.



CARBON ACCUMULATES on mesh held in flame. Mesh disrupts the flow of air around flame causing poor combustion and smoke. Ordinarily carbon combines with oxygen and goes off as gas.



WATER ACCUMULATES inside flask in which candle burns. Pure oxygen, piped in to keep the flame alive, gives perfect combustion, combines with hydrogen from candle to form water.

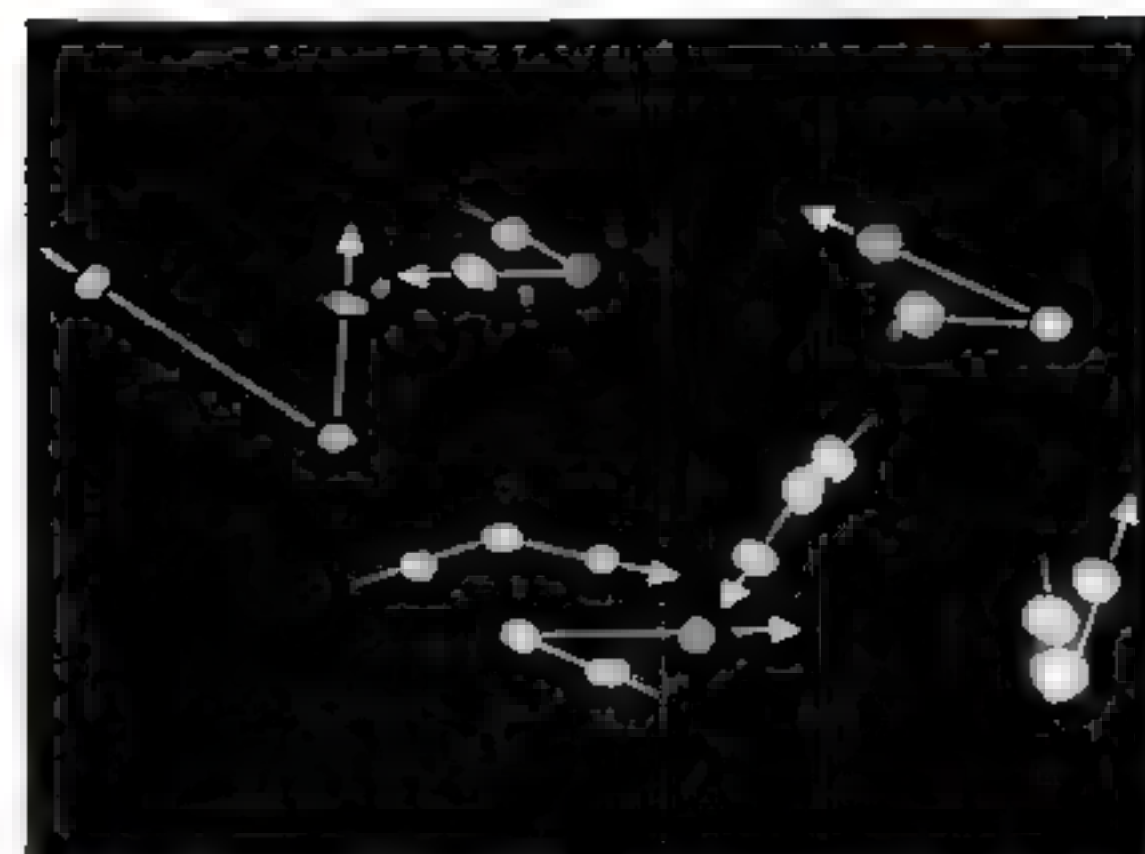


HYDROLYSIS EXPERIMENT breaks down the compound water into hydrogen and oxygen, the elements of which it is made, and shows that these elements must have been combined in the exact proportion of two parts to one. The gases rise in two streams of bubbles from the electrical terminals, oxygen at left and hydrogen at right, and collect in the tips of the inverted glasses.



ALCOHOL AND WATER, mixed in equal volumes, give another kind of evidence that matter is made of atoms. Five hundred cc. of alcohol (left) are mixed with 500 cc. of water. The volume of the mixture should be 1,000 cc. Actually it is only 934 cc. The explanation is that both fluids are made of particles and that particles of one somehow slipped in between those of the other

THE ATOM CONTINUED



BROWNIAN MOTION, the movement of tiny particles in suspension, proves that even smaller particles are constantly hitting them. In this multiple-exposure photomicrograph, arrows trace course of individual paint pigment particles suspended in water.

ATOMIC THEORY IS BASED UPON INDIRECT EVIDENCE

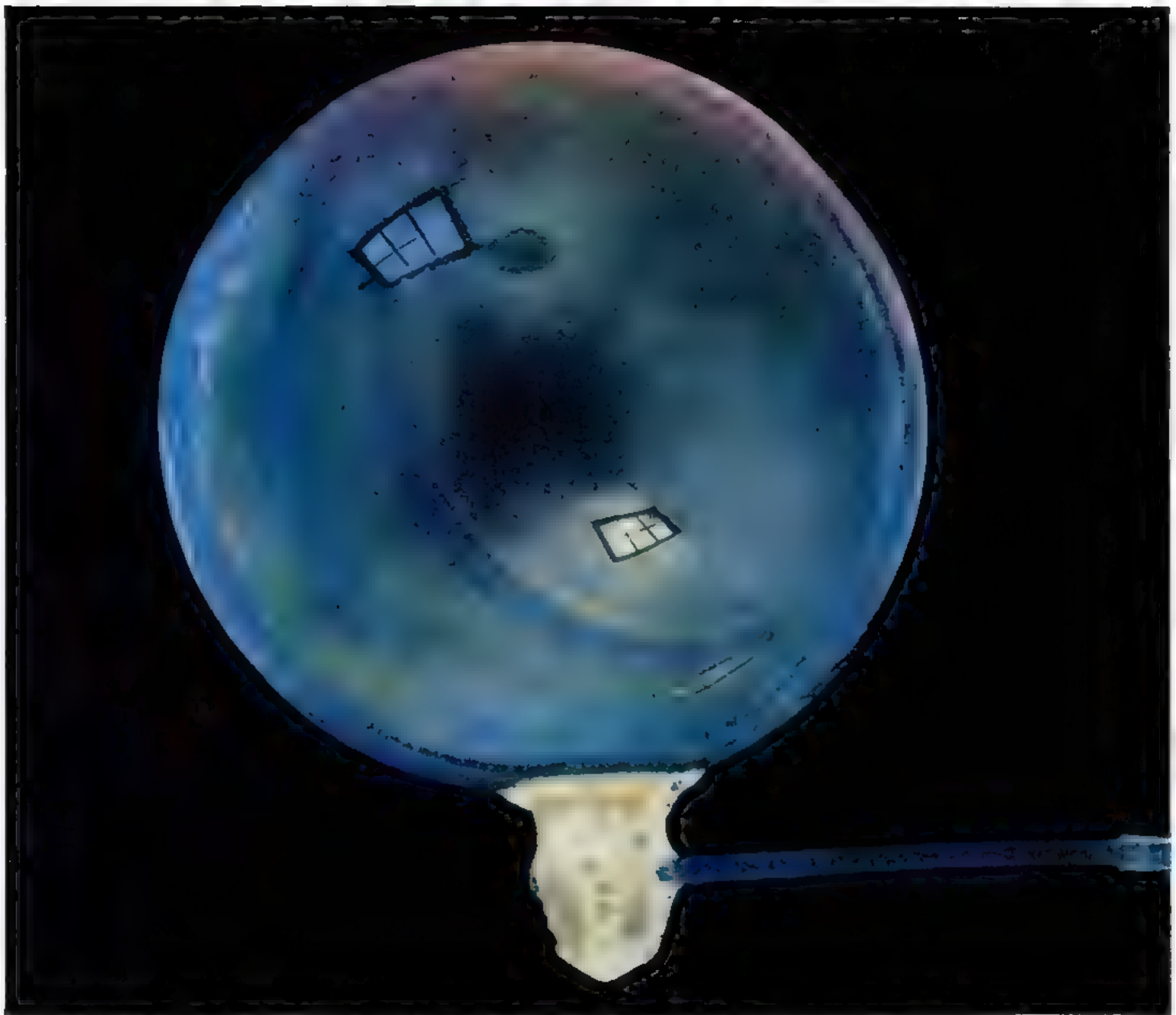
No microscope will ever reveal the basic structure of matter. No chemical test will ever define it, for the elemental substances are chemically irreducible. But elements, the ingredients of which all matter is composed, give a clue to its nature in the way they interact. A single characteristic fact—that elements always combine in fixed and definite proportions—provides the first evidence of what matter is made of.

The theory of fixed proportions is demonstrated by hydrolysis, the classic high-school experiment shown at left. Here water is broken down by electricity into its component elements, hydrogen and oxygen. As the water disintegrates, oxygen bubbles up around the coiled electrode at left, hydrogen around the electrode at right. The rising gases are caught in inverted glasses placed over the two coils to give a visual measure of the amounts produced. These show that the decomposing water continually yields twice as much hydrogen as oxygen. Therefore it must be made of these two elements combined in the precise and invariable proportion of two to one. All other elements also unite by whole units to form compounds: three parts to two, four parts to one, etc. And in any given compound the proportions involved never change.

The logic by which these facts are made to reveal the structure of matter is roundabout but nevertheless persuasive. The reasoning is this: elements must be composed either of a uniform, infinitely divisible substance or of ultimate particles which cannot themselves be divided. If elements are infinitely divisible, then any two of them should mix together in any proportion to produce endless variations of a given compound just as red and white paint mix to produce endless variations of pink. But compounds are not variable in their make-up. Therefore the elements cannot be infinitely divisible but must be made of particles, or atoms. When two volumes of hydrogen combine with one of oxygen to form water, pairs of hydrogen atoms are uniting with single oxygen atoms to create single units, or molecules, of the compound.

Further proof of the atomic theory of matter is provided by the phenomenon of Brownian Motion (*above*) in which tiny specks of matter suspended in water are seen (under high magnification) to be in constant motion. They are apparently bombarded constantly by projectiles far too small to be visible. These projectiles must be minute particles of water itself.

It is on this kind of indirect but significant evidence that the atomic theory of matter is based. The atom itself is too infinitesimally small ever to be seen or directly measured (*opposite*). Yet all knowledge amassed since the atom was first conceived supports the belief that it does in fact exist.



SOAP BUBBLE is a liquid film whose extreme thinness is indicated by its delicate iridescent colors. When white light, a combination of all the colors of the spectrum, strikes the bubble, different colors are reflected by different portions of the bubble's surface. This unusual phenomenon is characteristic of transparent

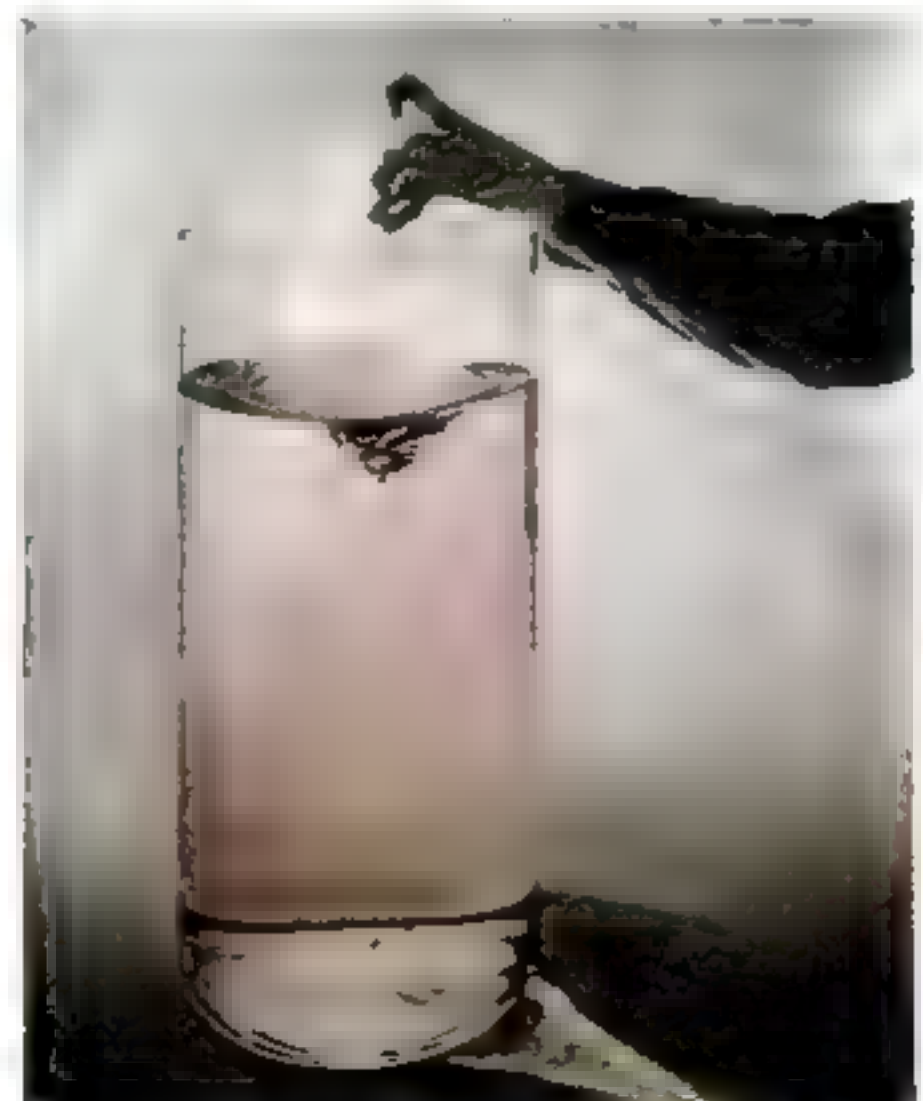
films whose thickness is no greater than a few wavelengths of light (i.e., somewhere between one and 10 millionths of an inch). This means that the film of the soap bubble itself is only a few millionths of an inch thick, and therefore the infinitesimal particles, or atoms, of which the film is made must be even smaller in diameter.



DYE EXPERIMENT provides further proof of the atom's minuteness by showing that a one-cubic-millimeter crystal of dye has at least 30 million particles. Here in first step the dye is diluted 10,000 times.



FURTHER DILUTION is obtained by pouring the dye solution into a tank filled with 30 liters of distilled water. The volume of the water here is 30 million times greater than that of the original crystal.



SOLUTION IS STIRRED, and a faint pink color spreads throughout the entire 30 million cubic millimeters of water. This proves that original crystal of dye must have consisted of at least 30 million atoms.



SEPARATION OF ELEMENTS of compound by electric current proves its atoms are held together by opposite electrical charges. Above: two electrodes are placed in a solution of copper sulphate—a compound of copper, sulphur and oxygen. As current flows, sulphur and oxygen combined are attracted to the posi-

tive pole (right), where the oxygen bubbles off. The copper is deposited on the negative pole (below, left). Since opposite charges attract each other, the copper must be positively charged, sulphur and oxygen negatively charged, therefore it must have been these opposite charges which held them together as a compound.





EACH OF THE STATES OF MATTER—SOLID, LIQUID AND GAS—CHANGES WITH TEMPERATURE. HERE A HOT POKER TURNS SOLID ICE INTO WATER AND STEAM

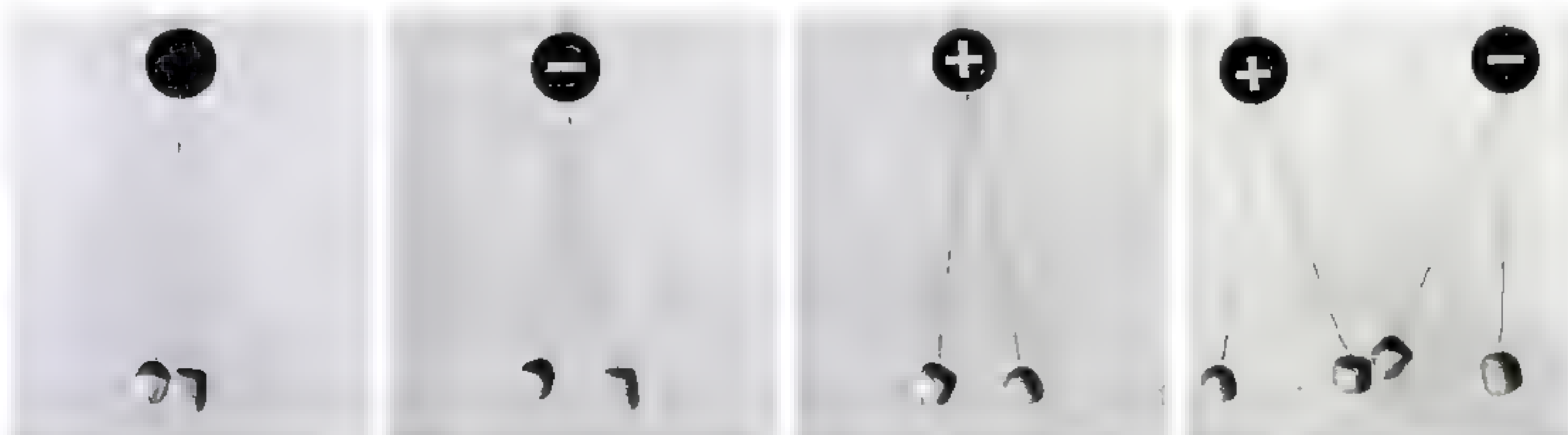
THE BEHAVIOR OF MATTER REVEALS THE PROPERTIES OF ATOMS

If everything is made of atoms, the behavior of visible matter must reflect the qualities of invisible atoms. The three most fundamental of these qualities are 1) that atoms are always in motion, 2) that they attract one another and 3) that they have different electric charges. These characteristics can be tested and proved by known facts and events that can be seen.

That atoms move is shown by the example of Brownian Motion (p. 74), in which the effect of their collisions is visible under a microscope. As for the attraction of atoms to one another, it is proved by the very existence of solid objects. If the iron atoms that make up an anvil were not powerfully bound together the tough metal would disintegrate. The relationship between these two factors of atomic attraction and atomic motion is shown in the three states of matter—solid, liquid and gas—which are caused by that relationship. Ice and steam, for example, are simply different forms of water. They are chemically identical. But when water is chilled its moving particles slow down so that the attractive force between them takes hold and binds them into a solid. As temperature rises the par-

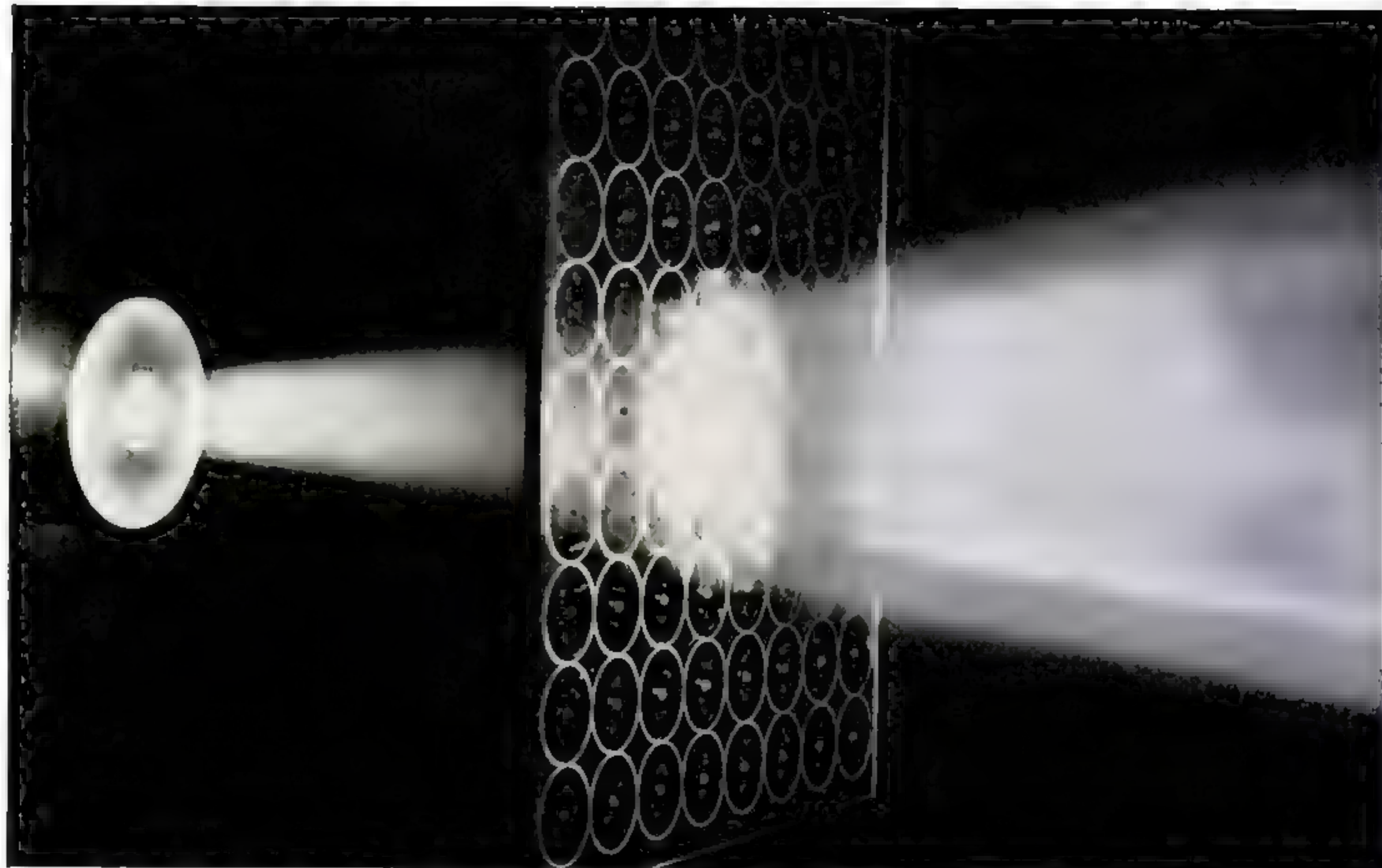
ticles move faster and faster, finally overcoming the pull that holds them together and escaping as steam into the air.

The third characteristic of atoms, their electrical charge, is suggested by the way elements combine (p. 74). The unvarying proportions of elements in compounds cannot be explained as the result of an indiscriminate attraction of all atoms for each other. This would mean that any element would combine with any other, and in any proportion whatever, whereas in fact certain elements will not combine with each other at all. But if it is assumed that different atoms have different charges, then the way in which they combine becomes clear. They must behave like the pith balls in the pictures below: those with similar charges repel each other while those with opposite charges are drawn together. This assumption that atoms are charged does not apply in all instances. Under many conditions they are neutral. But when atoms of different kinds are brought together they do acquire charges, some positive and some negative (*opposite page*). And these charges evidently determine how atoms combine.



HOW ATOMS COMBINE is illustrated by the behavior of pith balls which are given different electric charges. Uncharged (*left*) the balls have no effect on each

other. When both are given the same kind of charge, either positive or negative, they repel each other. But balls with opposite charges (*right*) attract each other.



HOW RADIUM PARTICLES PASS THROUGH METAL FOIL IS SHOWN IN MODEL. CIRCLES REPRESENT SPACE ATOMS OCCUPY, TINY BEADS THEIR COMPACT NUCLEI

EXPERIMENTS SHOW THAT ATOMS THEMSELVES HAVE PARTS

The characteristics of the atom, described on the preceding page, raise a question about its very nature. Can the atom, with all its special qualities, be nothing more than a simple, solid particle like a tiny billiard ball? The pictures at right give the answer: the atom is made of even smaller particles. In an electrified tube filled with hydrogen, atoms break apart into light, negatively charged particles and heavier, positively charged masses. The light particles are called electrons, the heavy ones protons. Since these two particles can be found in the atoms of all elements they must be basic units of atomic structure.

The hydrogen atom, which is the simplest of all (p. 80) consists of only a single proton and a single electron held together by the attraction

of their opposite electrical charges. The proton with its greater weight acts as a central core or nucleus, while the almost weightless electron circles it at a relatively vast distance. The total volume of the atom is mostly empty space. All atoms, regardless of their weight or complexity, are constructed in this same general way. In all of them the nucleus is a minute, compact mass surrounded by widely scattered electrons.

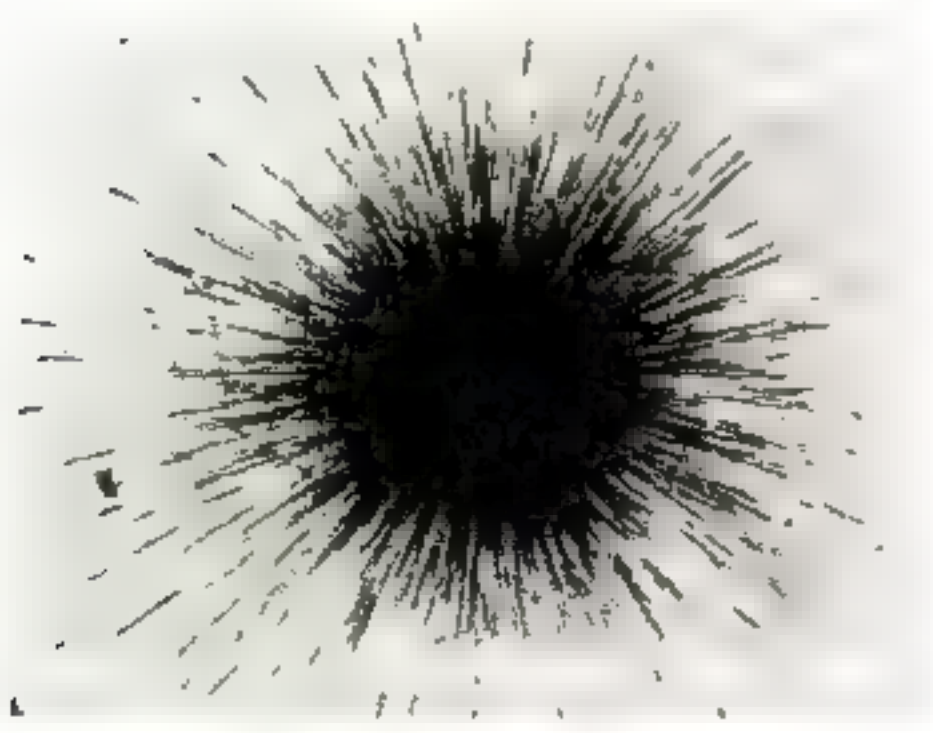
Proof of the insubstantial nature of the atom comes from an experiment in which metal foil is bombarded by tiny fragments ejected by a bit of radioactive radium. When the particles strike the foil almost all of them pass through it unimpeded, showing that the atoms of the foil are more space than substance. But occasionally one of these missiles hits a nucleus, knocking out a proton (below, right) or being itself deflected by it. These infrequent collisions supply the evidence that 1) nuclei are extremely dense and heavy, and 2) that they are only tiny specks inside their electron shells.

This ephemeral structure of diffuse and ever-moving particles, the atom, is held firmly together by the mutual attraction of its parts. Every proton in the nucleus attracts one negatively charged electron, so that in any atom there is an equal number of each. The balance of forces between these two permits the atom to exist as a permanent unit.

Protons and electrons are integral parts of all atoms. But are they the only subatomic particles? Evidently they are not, for their total weight does not account for the total weight of the atom (p. 87). The helium nucleus, for instance, has two protons as against one for the

hydrogen nucleus; yet it weighs four times as much. Since it has only the two plus charges given it by its two protons, the additional particles which account for its total weight must be neutral. Therefore they are called neutrons.

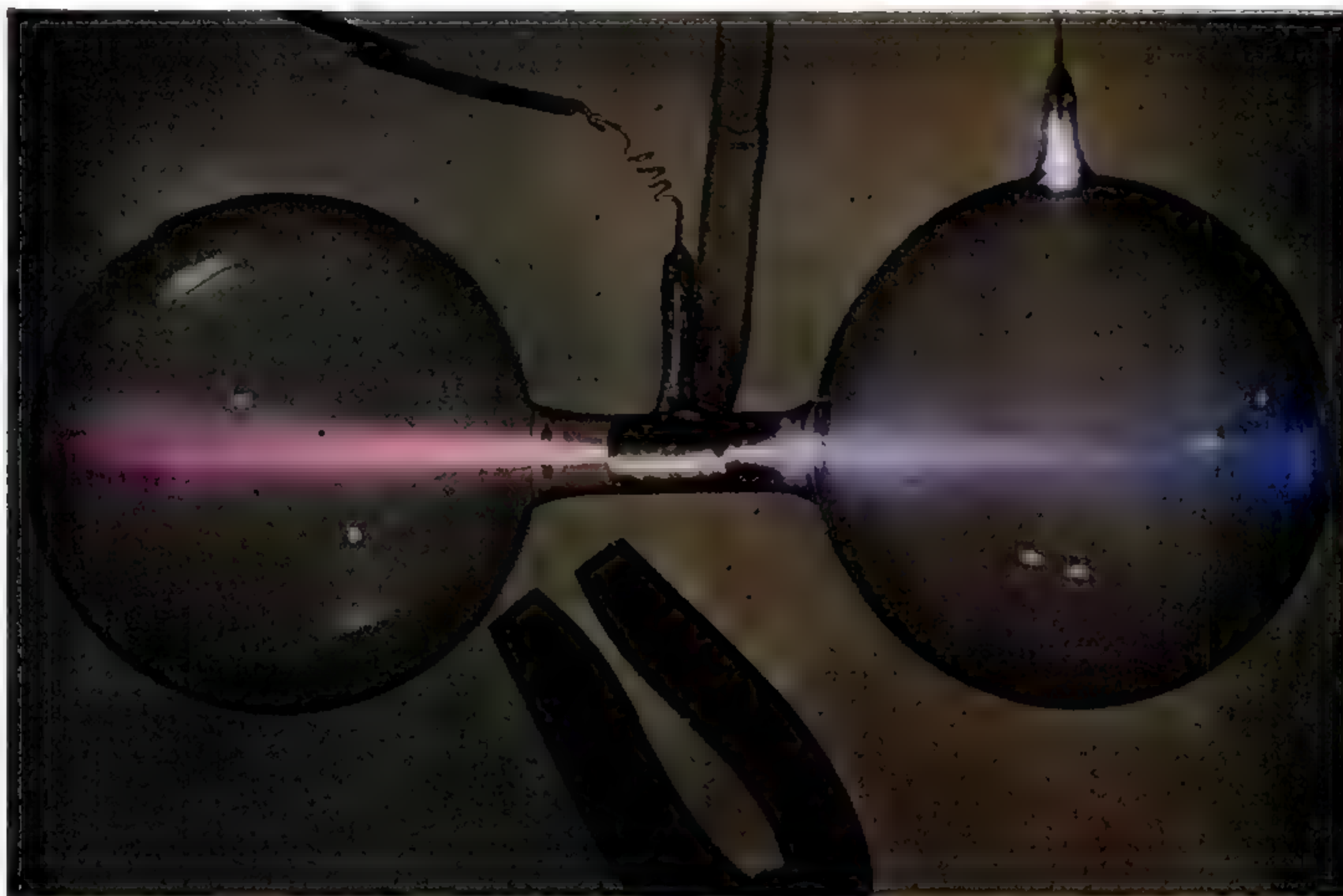
The concept of the atom as an aggregate of electrons, protons and neutrons is by and large a logical one. But it involves one mystery: what holds the nucleus together? Its charged particles are all positive and therefore should tend to repel each other. Apparently they are gripped by some yet-to-be discovered force which binds them together despite their natural tendency to fly apart. This force must be an immensely powerful one. For when it is broken in the process of fission (that is, when the nucleus is split), the nucleus flies apart with a violent explosion.



RADIOACTIVITY of radium is revealed by a tiny speck of it placed on a photographic plate. Photomicrograph shows tracks of particles it has emitted.



A PROTON IS EJECTED from nucleus of nitrogen atom (center of model above) after a radium projectile, called an alpha particle, has collided with it.



ATOMS BREAK APART in a sealed tube containing hydrogen at low pressure. Metal cylinder in tube's narrow neck (*center*) is connected to the negative pole of a powerful generator. Wire at top of righthand bulb connects to the positive pole. Under high voltage two beams shoot out from the central electrode: a blue beam to the right, a red beam to the left. Tube contains only hydrogen atoms, so the two beams must be formed by different parts of these atoms. The particles which form the blue beam must be negatively charged since they travel into the right-

hand bulb, where the positive pole is located. The red beam consists of positively charged particles drawn from the bulb at right toward the negative pole in the center with such force that they pass through it and continue out into the lefthand bulb. Magnet pointed at positive beam (*above*), has no effect on its particles, indicating their considerable weight and momentum. But magnet bends negative beam sharply (*below*), showing that these particles are very light. These light, negative particles are electrons, the heavy, positive ones the atoms' nuclei (*opposite page*).

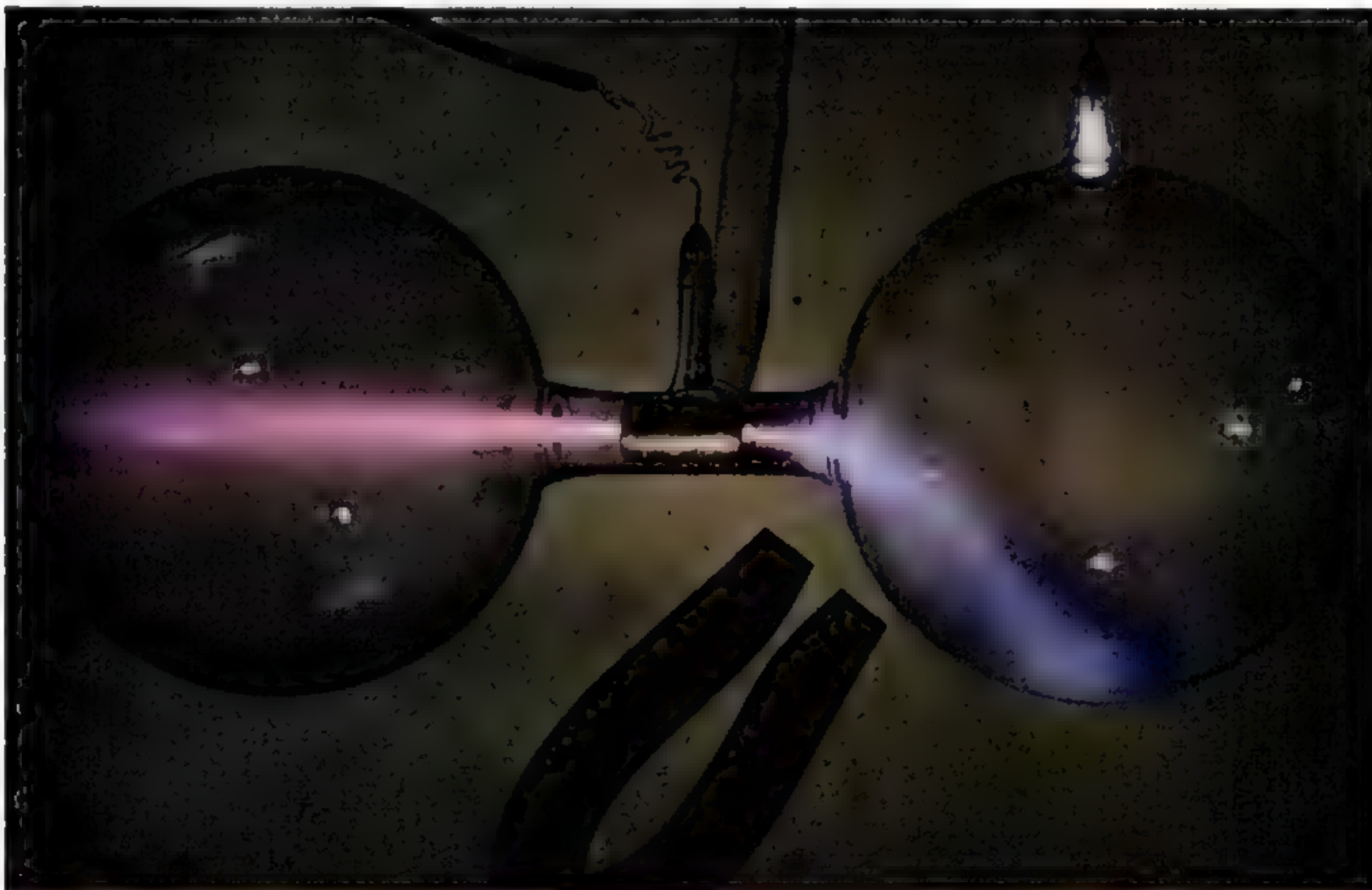




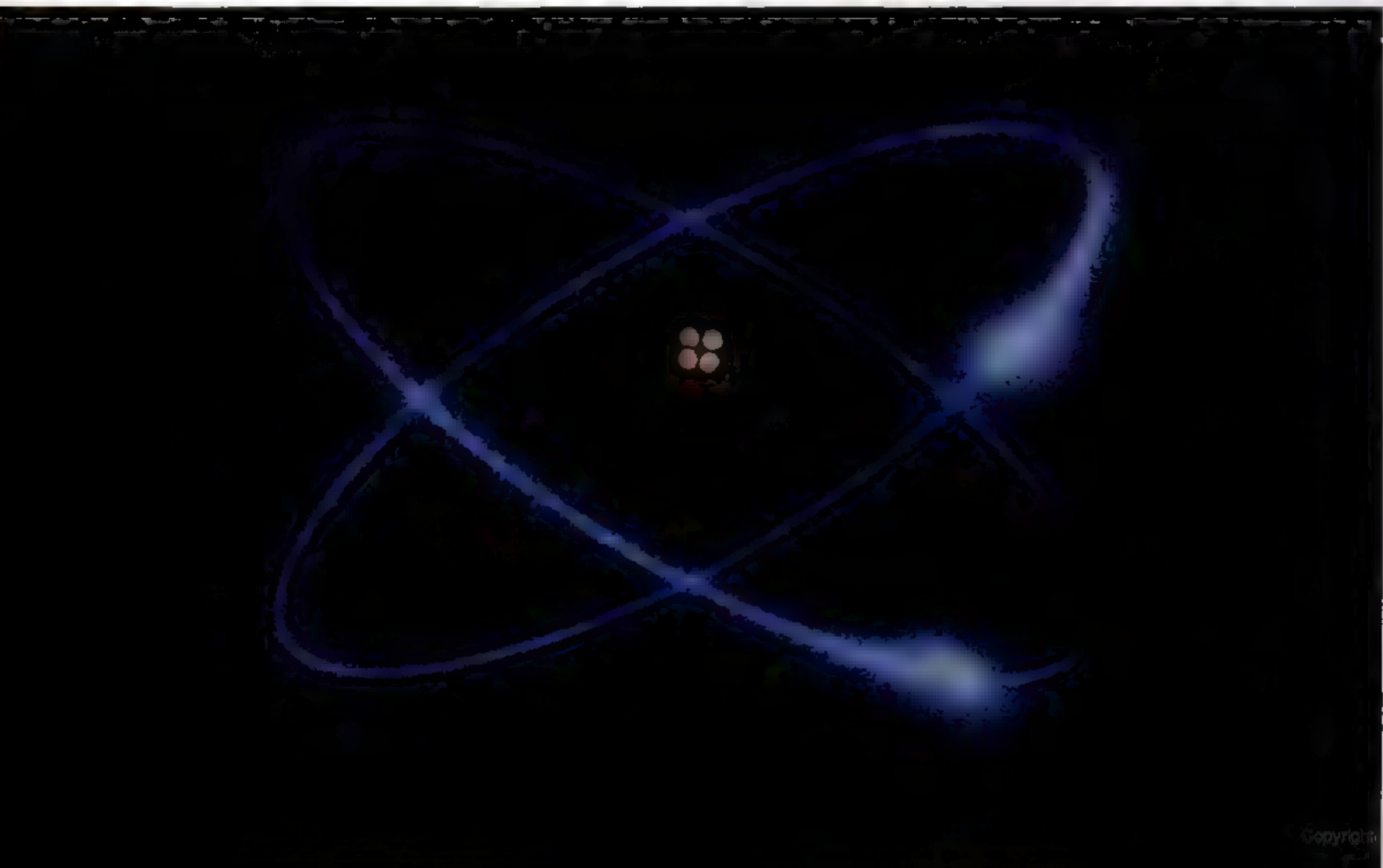
PHOTO-MODEL OF HYDROGEN ATOM REPRESENTS SINGLE PROTON OF ITS NUCLEUS BY A SPHERE OF RED LIGHT, ITS CIRCLING ELECTRON BY BLUE STREAK

THE SIMPLEST ATOMS

Photo-models show their inner structure

Currently the atom is visualized as a nucleus of protons and neutrons encircled by whirling electrons. This concept is illustrated on these two pages by photographic models of the four simplest atoms, showing the relationship of subatomic particles to one another. The same basic particles make up all atoms. Only their arrangement and number differentiate one atom from another. The simplest atoms that it is convenient to

THE HELIUM ATOM HAS A NUCLEUS OF TWO PROTONS PLUS TWO NEUTRONS (GREEN SPHERES). TWO ELECTRONS CIRCLE AT SAME DISTANCE FROM NUCLEUS



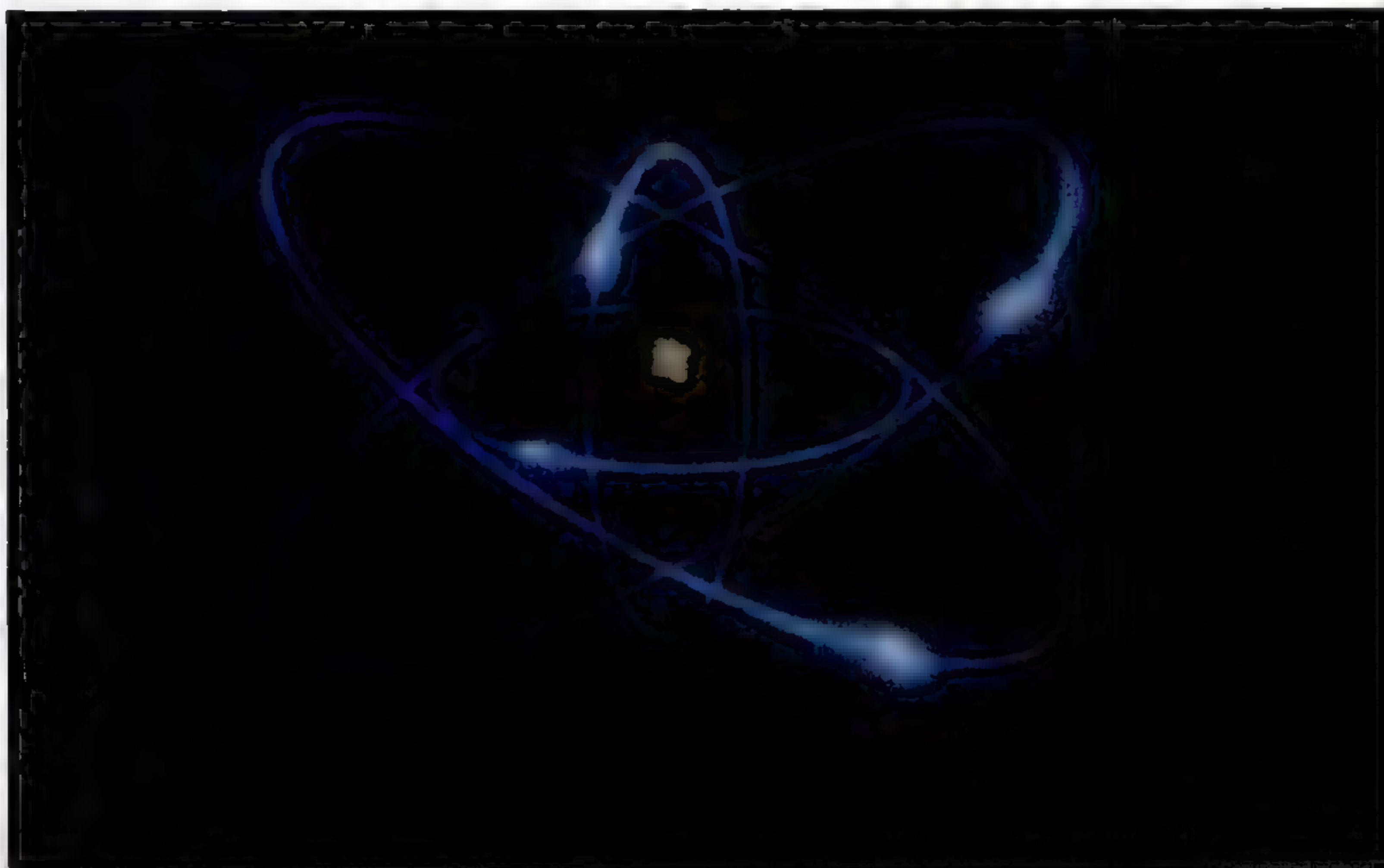


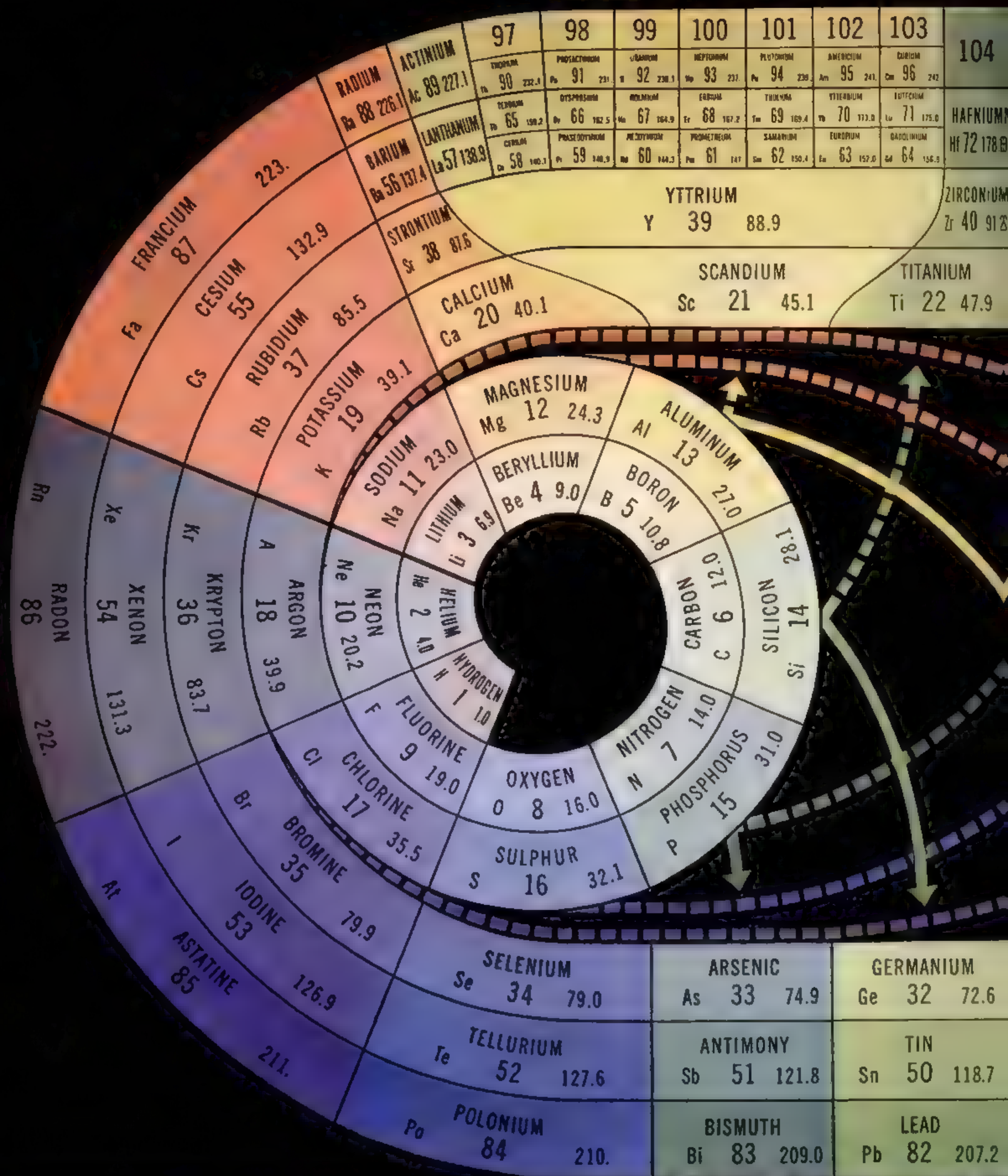
LITHIUM HAS A NUCLEUS OF THREE PROTONS AND FOUR NEUTRONS. TWO ELECTRONS CIRCLE CLOSE TO THE NUCLEUS, A THIRD OUTSIDE IN A LARGER ORBIT

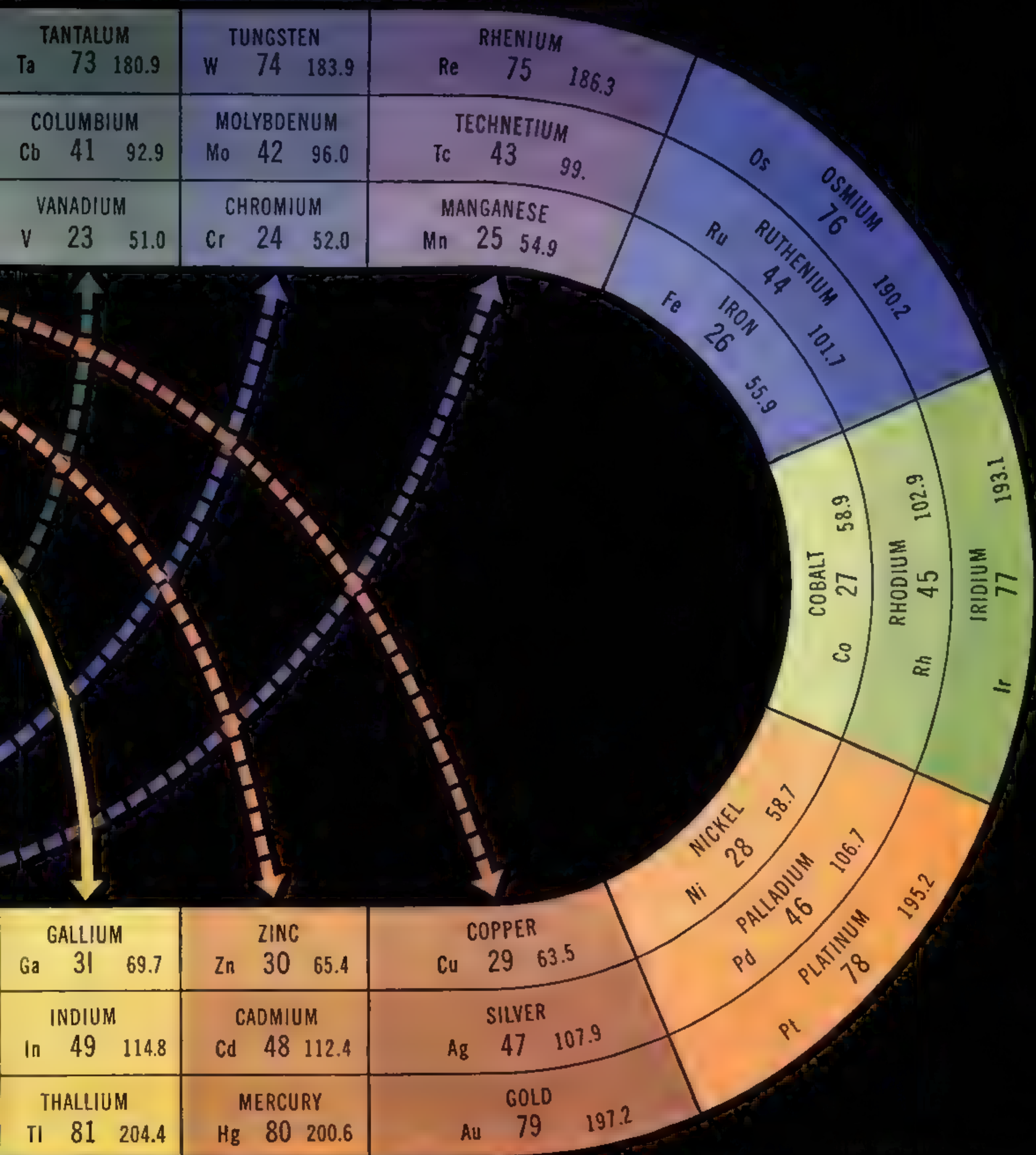
Hydrogen (*above*), with its single proton and single electron. Helium (*below*), the second element, has two protons and two electrons. The third element, lithium, has three electrons, but here their arrangement is different: the third has a larger orbit than the other two. The reason for this is that only a specific number of electrons can circle at any one distance from the nucleus. Only two circle in the innermost "shell," eight in the second, etc.

In this way shell after shell of electrons is completed until, in uranium (*first color page*), the most complicated atom found in nature, there are 92 electrons arranged in seven concentric shells around a nucleus—92 protons and 146 neutrons. The number of particles in the nucleus determines the atom's weight; the electrons, its chemical nature. These two factors provide the basis for a systematic classification of all the elements (*next page*).

BERYLLIUM ATOM HAS FOUR ELECTRONS. IF MODEL PRESERVED ITS TRUE PROPORTIONS, INNER ELECTRONS WOULD CIRCLE 25 YARDS FROM THE NUCLEUS







are similar in most respects but differ in a few of their properties. All related elements are given different shades of the same color. The key to this similarity among elements is found in the arrangement rather than the number of the electrons in their atoms. Only the electrons in the outer shell affect an atom's chemical nature. Therefore all elements whose atoms have identical outer shells are chemically related, regardless of the total number of electrons which each of them may possess. For example, lithium, sodium and the other elements in the red segment at left all have one electron in their outer shells and are therefore similar though they differ in the total number of their electrons. Each

complete circuit of the table starts with one of these elements and ends with an element in the adjacent gray segment whose atom's outer shell is complete.

This table, like all attempts to reduce the basic phenomena of nature to a simple pattern, falls somewhat short of its objective. For one thing, there are variations in the sequence of elements which do not fit readily into its graphic form. For another, it is not so much a simplification as an orderly presentation which specifies the relationship between elements but leaves much about them to be explained (*text, three pages farther on*). Yet in expressing this relationship the table reveals the extraordinary symmetry and order which underlie the universe.

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THE ATOM CONTINUED

PERIODIC TABLE SUMMARIZES CENTURY OF ATOMIC RESEARCH

The particular value of the modern periodic table (pp. 82, 83) is that it includes in a single graphic pattern the major facts discovered so far about atomic structure. Yet this system of classification was devised almost a century ago—long before most of these facts were known. It was invented in 1869 by a Russian chemist named Dmitri Mendeleef, the first scientist to find order in the chaos of apparently unrelated atomic phenomena.

Ever since John Dalton (p. 68) established the atomic theory in 1802, scientists have been trying to discover how the elements relate to each other and what determines their relationship. Dalton's immediate successors had little information to work with. They knew that different elements had different weights and were able to determine these weights by comparing equal volumes of pure elements. They observed that certain groups of elements seemed to have chemical similarities and guessed that their similarities had something to do with the nature of their atoms. By 1833 the British physicist Faraday had even learned that atoms carried some sort of electric charge. But this limited knowledge was not enough to enable these men to recognize a fundamental over-all pattern. The early scientists were unable to find any system which might tie together the seemingly unrelated facts which they possessed.

As time passed, however, more elements were identified, more similarities were found among them, and more atomic properties were discovered. During the second half of the 19th Century knowledge about matter and the atoms that compose it had increased to the point where the existence of some underlying pattern gradually became apparent. Dmitri Mendeleef was the first to see it.

In setting up his table Mendeleef arranged the elements in a series according to their atomic weight, the only property he knew of upon which an orderly progression could be based. Then he divided the continuous series into segments, each beginning with a chemically similar element, and arranged these segments one below the other. The first vertical column of the resulting chart of course contained similar elements; but so did the second column, and the third, and all the others. This could only happen if there were a regular periodic and cyclic repetition of properties along the sequence of elements. There were gaps in the chart (Mendeleef knew of only 73 elements), but on the basis of the symmetry which his new periodic table revealed, he was able to predict accurately the characteristics of the elements, still undiscovered, which would eventually fill them. In 1871, for instance, he predicted the weight, volume, density and boiling point of the unknown element 32 and determined that it would be a substance which could not be affected by either acid or alkali. Fifteen years later, when that element (germanium) was discovered, Mendeleef's predictions about it turned out to be almost completely accurate. As other new elements were identified, they too fell into place in the table and required no alteration of its form. Only two abnormal series of very closely related elements—the rare earths (elements 57 to 71) and the transuranic elements (93 to 96) distorted its perfect regularity.

Mendeleef had based his table on the factors of atomic weight and chemical nature alone. He did not know that atoms were made up of several kinds of smaller particles and that this inner structure determined their chemistry. These things were not found out until the turn of the century. In 1897 J. J. Thompson announced the discovery of the electron. In 1913 H. G. J. Moseley proved that every element must have a different number of electrons and that the number would correspond to the number of the element in Mendeleef's series. In the same year Niels Bohr found that electrons are arranged about their nuclei in concentric shells (pp. 80, 81).

Far from invalidating Mendeleef's theoretical classification, the evidence of these new discoveries proves its extraordinary soundness. Even the man-made elements, neptunium, plutonium, americium and curium, which are created by adding particles to the uranium nucleus, fit in as a logical extension of the series. Neptunium, which automatically converts itself by its own radioactivity into the fissionable plutonium, did not exist until 1939. Americium and curium, the newest of the elements, were created only three years ago and are still nothing more than laboratory curiosities. Theoretically even more elements can be made. If and when they are, they too will fit perfectly into the over-all pattern (pp. 82, 83).

Thus Mendeleef's table, based on only two atomic properties, has included the major facts and discoveries made since it was conceived. That is why it still stands as the master plan of the nature of matter.

CONTINUED ON NEXT PAGE

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THE ATOM CONTINUED



GORO, HAVENS, CAMPBELL DISCUSS ATOM MODEL

HOW PICTURES WERE TAKEN

Because of the intricate technical problems involved, more than a year was spent in preparing this article on the atom. The most baffling problem was how to demonstrate the behavior of invisible particles, moving at incredible speeds, in easily understood, two-dimensional photographs. Science Reporter Robert Campbell and Photographer Fritz Goro found that the equipment commonly used in classroom physics demonstrations was no good for their purposes. So, guided by Professor William Havens of Columbia University, they worked out many new demonstration techniques and then either built the equipment themselves or had parts made to order in Columbia's workshops.

For the demonstration of electron and proton beams (p. 79) special glass tubes had to be blown and six different gases were tested before hydrogen was selected as producing the best color effect. In the demonstration on the conservation of matter (p. 73), the problem was to light the candle after it had been sealed in a glass sphere; a strong magnifying glass which focused sunrays onto the candlewick did the job. But the construction of the atom models proved to be the toughest task of all. The problem of representing the nucleus was finally solved with lacquered Christmas tree bulbs while the pattern of electron orbits was produced by circling a blue bulb around the nucleus. In order to get the complex uranium atom onto a single sheet of film, Goro and Campbell had to use four different lenses, change the position of the film holder 15 times and make a total of 33 different exposures.



WORKROOM in which atom models were photographed is cluttered with cameras, tripods, wiring, chemical equipment, plastic curtains to diffuse light.

REPRINTS AVAILABLE

Reprints of this story on The Atom can be obtained for 10¢ each by writing Dept. A, LIFE Magazine, 9 Rockefeller Plaza, New York 20, N. Y. Color filmstrips based on the article will be made available soon for educational purposes at \$4.50 each. Further information on the filmstrips can be obtained by writing Life Exhibitions at address given above.

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VICKI DRAVES

The Olympics' prettiest champion
joins a professional swim troupe

Had there been a beauty contest at last year's Olympic Games, the raven-haired girl shown here would have won it just as she won both of the women's diving championships. But Victoria Manalo ("Vicki") Draves is through with amateur diving competition. She refused four movie offers (two from Hollywood, two from the Philippines) but finally turned professional to become a star performer in the swimming troupe headed by Buster Crabbe, a 1932 Olympic swimming champion.

Vicki Draves, born in San Francisco 24 years ago, had an English mother (who now lives in London) and a Filipino father (who is now dead). At London she was the only U.S. athlete to win two individual Olympic titles (in platform and springboard diving). She has been married since 1946 to her coach, Lyle Draves of Los Angeles, a professional diver who is also a member of the Crabbe troupe. "After a year on the road," she says, "we hope to have enough saved to build a little house."



ARMS OUTFLUNG AND HER BODY STRAIGHT, VICKI STARTS INTO A SWAN DIVE



BODY ARCHED, SHE BEGINS A GRACEFUL TURN INTO A DIFFICULT HALF GAINER



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Universal's superb quality and features make this the finest coffee-maker at any price!



Flavor-Selector gives choice of coffee strength.



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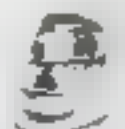
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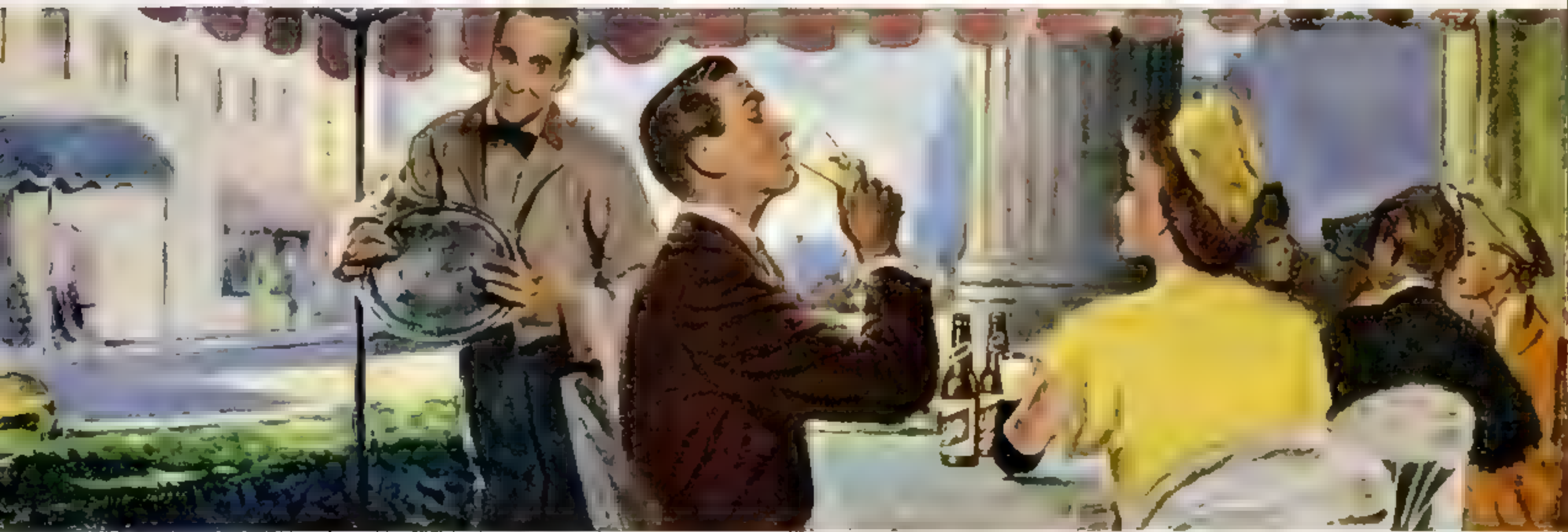
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



IN THE "AQUA PARADE," the name of her new show, Vicki Draves performs a 1 1/2 somersault as the troupe's chorus lines the pool to lend atmosphere



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"

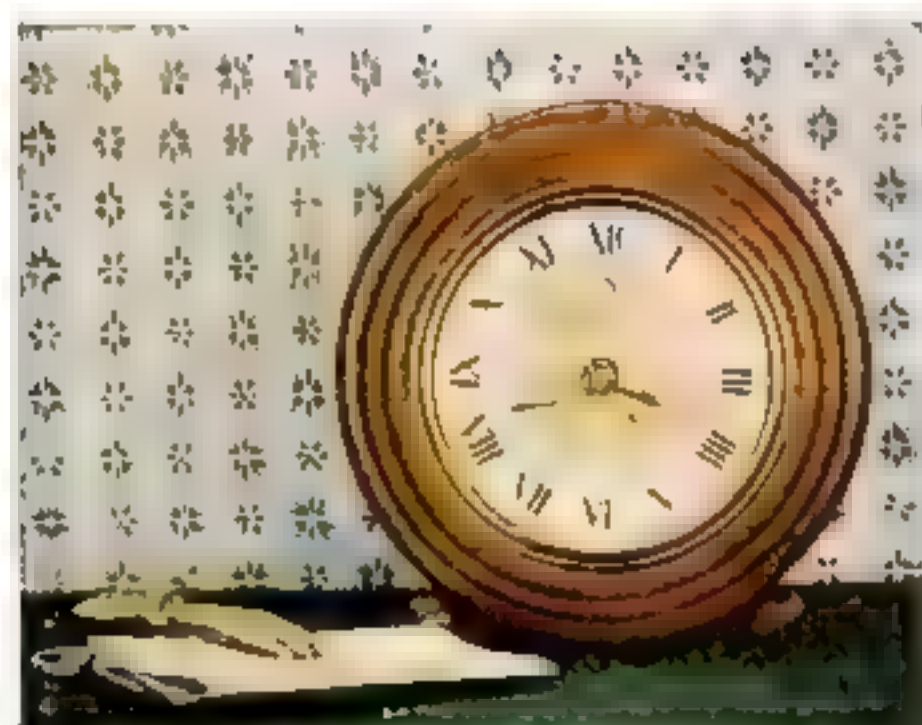
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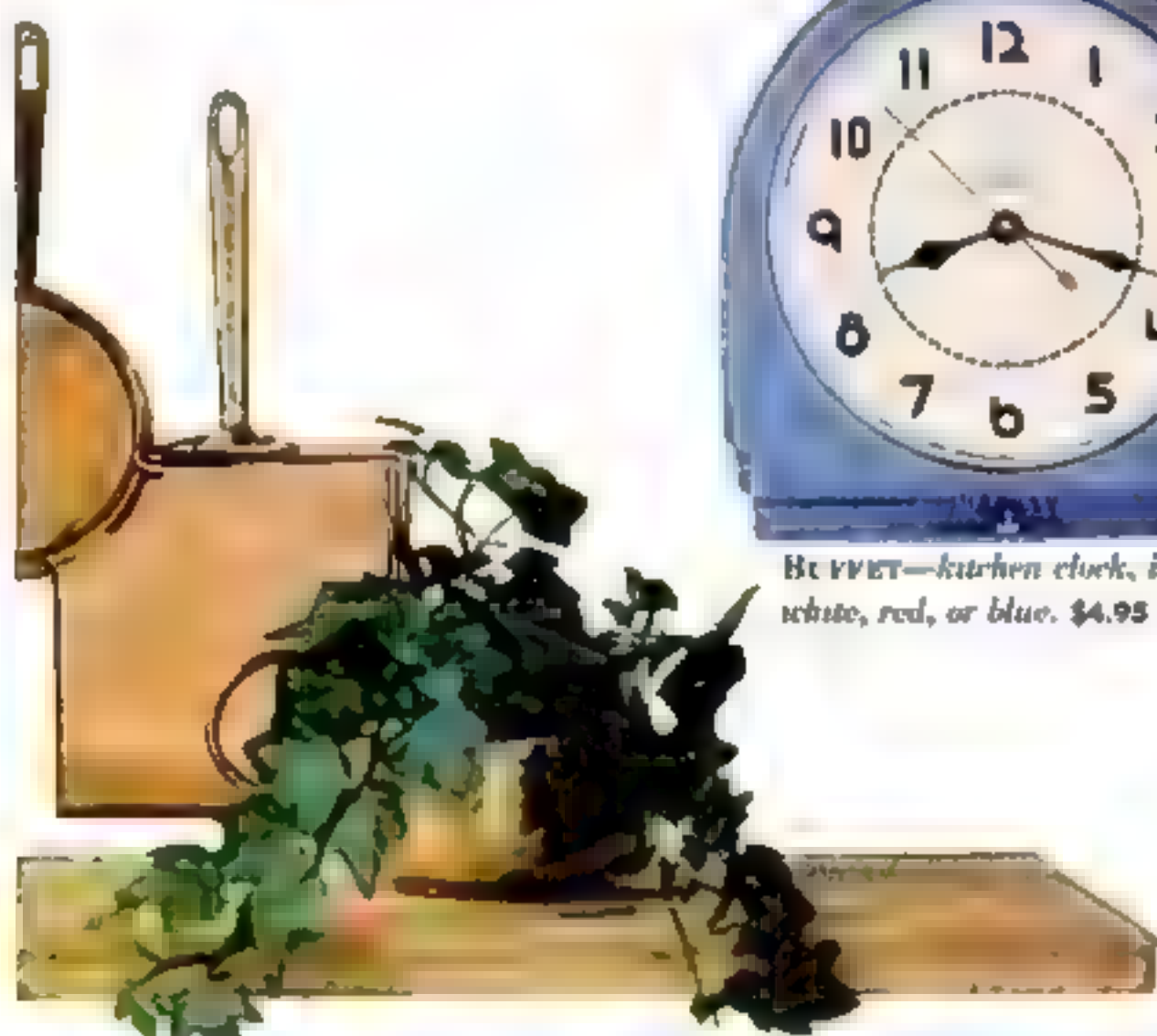


EMBASSY—alarm, Colonial design, maple finish. \$9.95

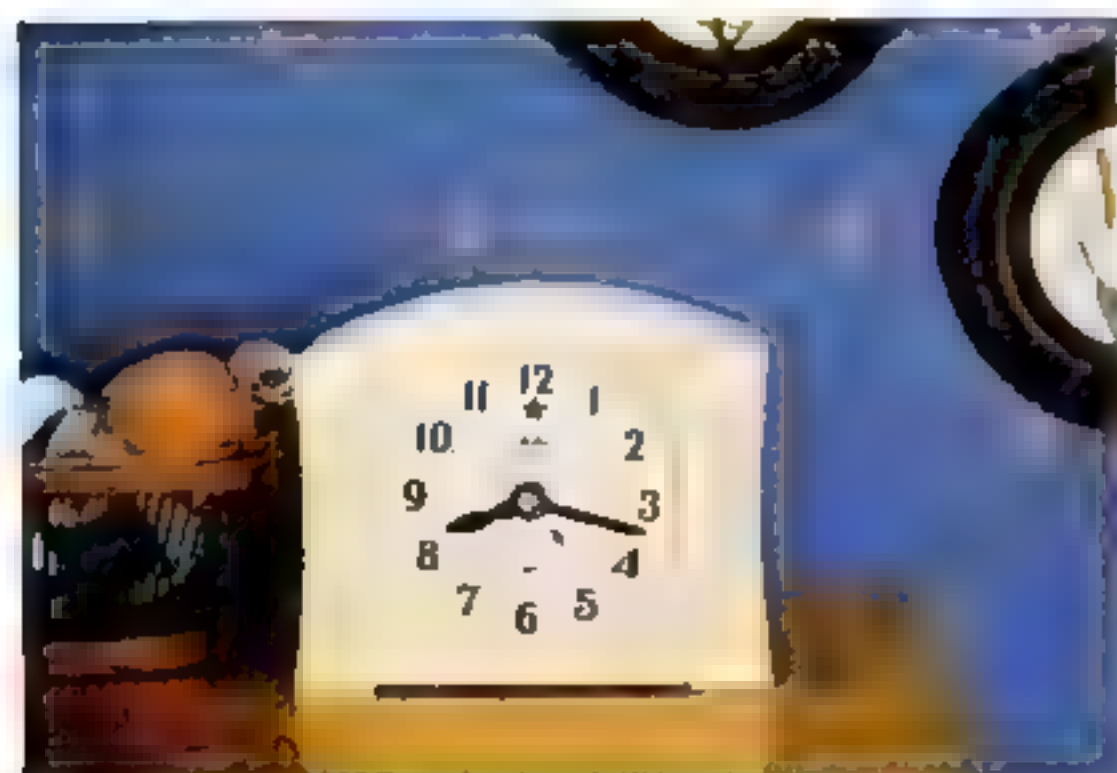


Start them off

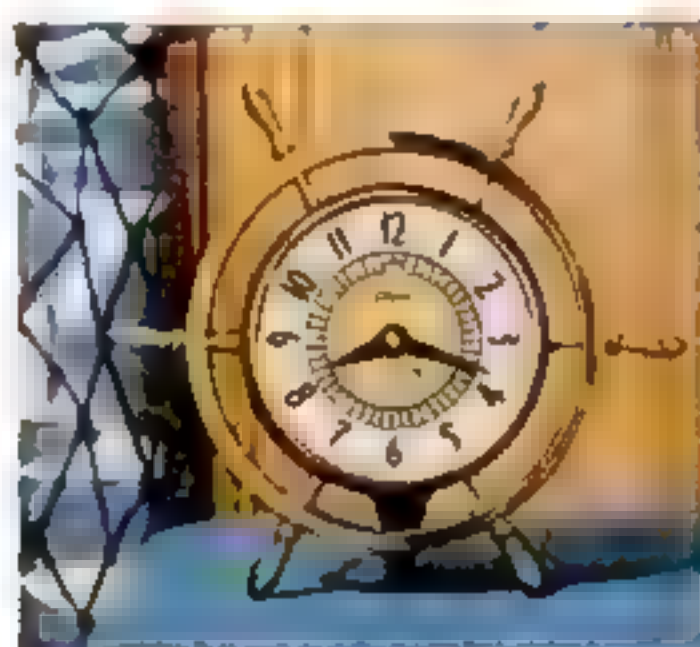
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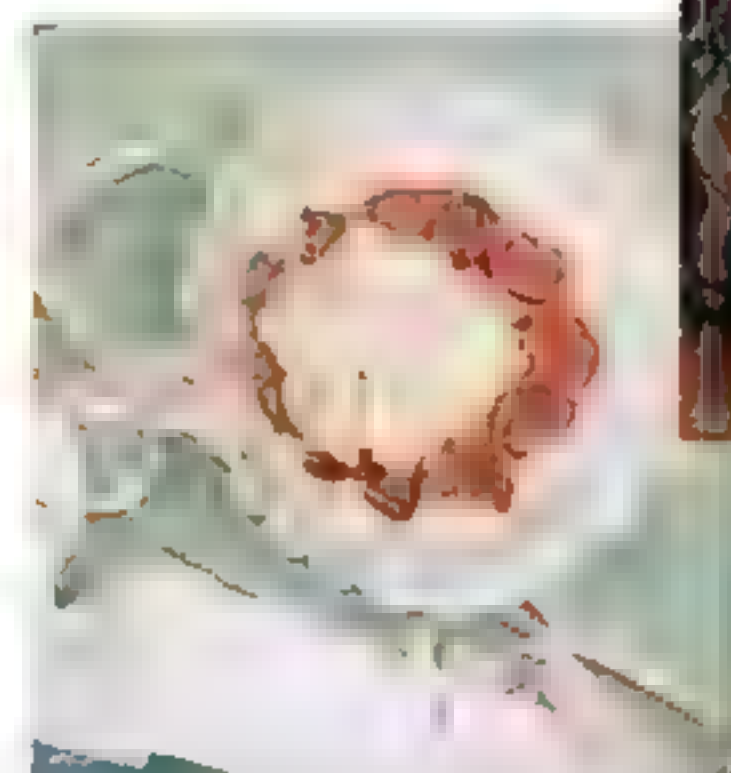
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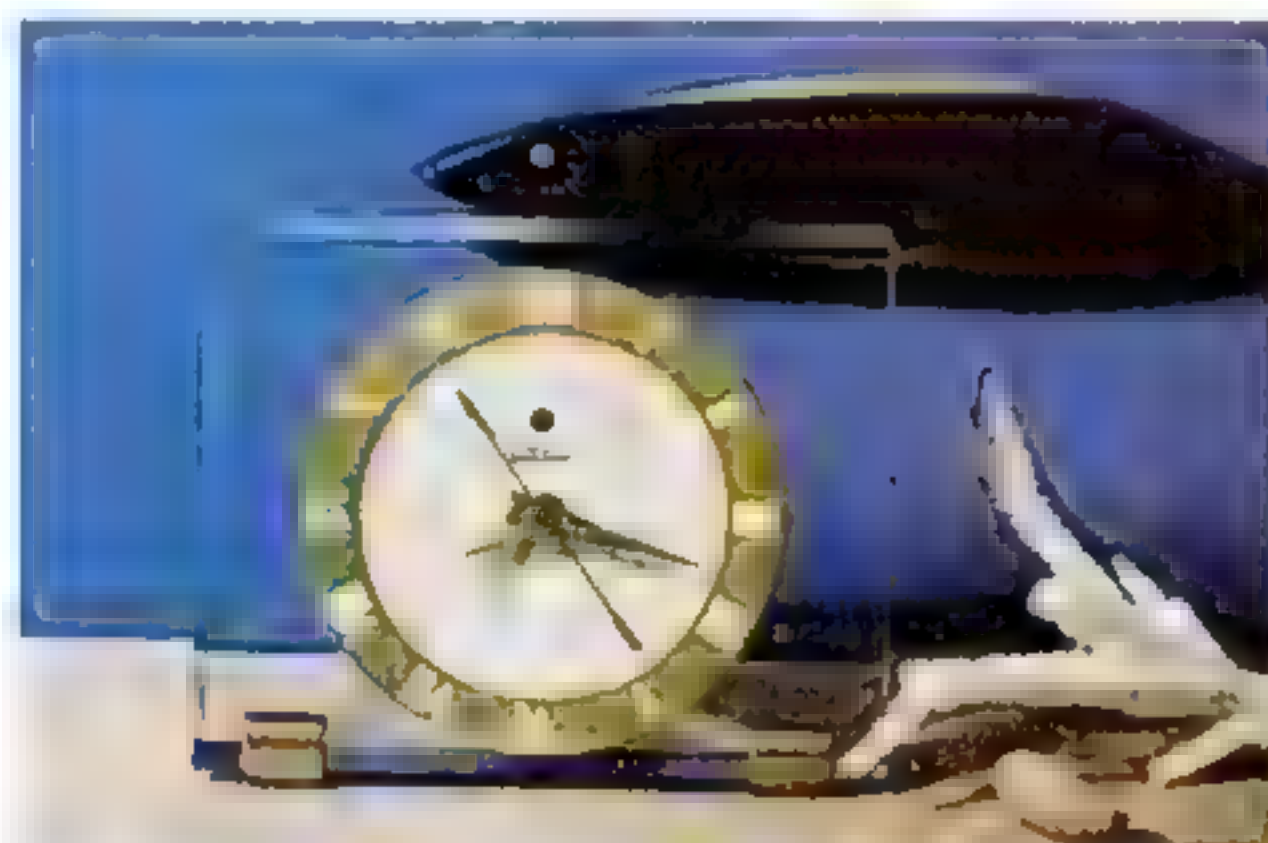


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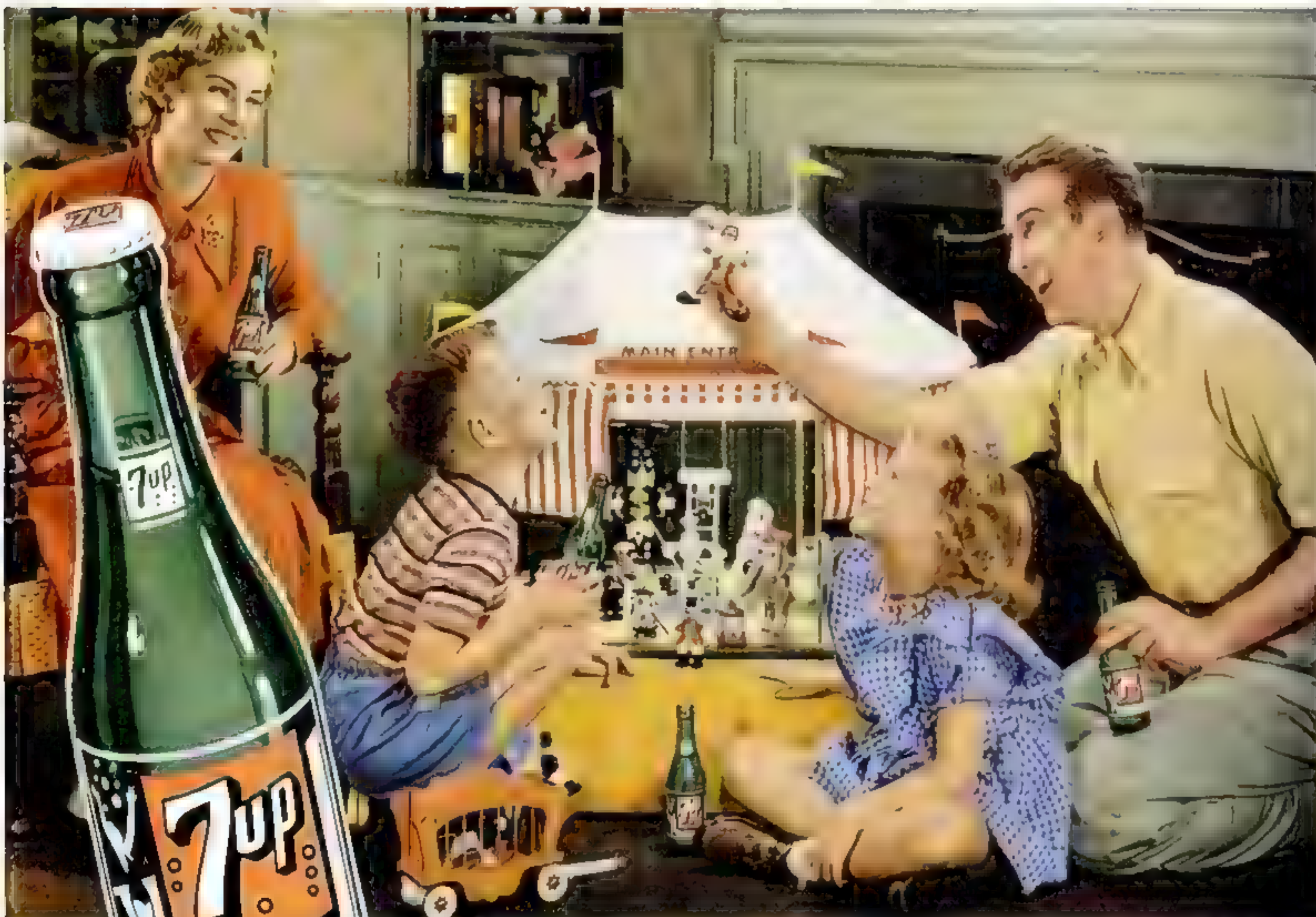
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You like it... it likes you!



What's With the Movies?

Critics, scholars, exhibitors and consumers present preview of a coming round table on movies

by Eric Hodgins

This weekend in Hollywood LIFE is holding a round table on the movies. It will be the fourth in the series of LIFE round tables. As a preliminary, four panel meetings were held: one with critics, one with scholars, one with exhibitors and one with consumers. Moderator of the panels was Eric Hodgins, editor and author whose book, *Mr. Blandings Builds His Dream House*, made one of 1948's most successful movies. The following article, which is a highly condensed digest of the panels' comments, discussions, agreements and rebuttals, will serve as an agenda for the final movie round table.

EVERYBODY loves the movies, but this is not a sentimental love. It includes the right to caress, ignore, abuse and kick downstairs this American-born popular art which is the primary source of mass entertainment throughout the world. The movies are like a once-gifted and carefree brother who is losing his friends, slipping at his job, quarreling with his family and moping in the dark. Everybody loves the movies but last week's movie stank—that's the only word for it, Joe, it stank—and nobody is ever going to the movies again. Everybody loves the movies, including those who say they hate them—the hate is love betrayed.

Everybody's love for the movies is a harsh, demanding love. Everybody demands that the movies supply mass entertainment. But there must be "mature" pictures to satisfy more discriminating tastes—yet in the sacred name of the American Home keep the movies safe for the kiddies! It is demanded that the movies present life in America so as to uphold the dignity of the U.S. abroad—but they must not be so self-conscious about things like this—where's their spontaneity? It is demanded that they be a whole lot funnier—but they ought to reflect the seriousness of the times and grapple with the fundamentals of contemporary thought and feeling. It is demanded that they stop prettying up everything and spreading marshmallow over reality—but they must also depict "our way of life constructively—stories about nice people like you and me, not pictures that stir things up and don't do anybody any good."

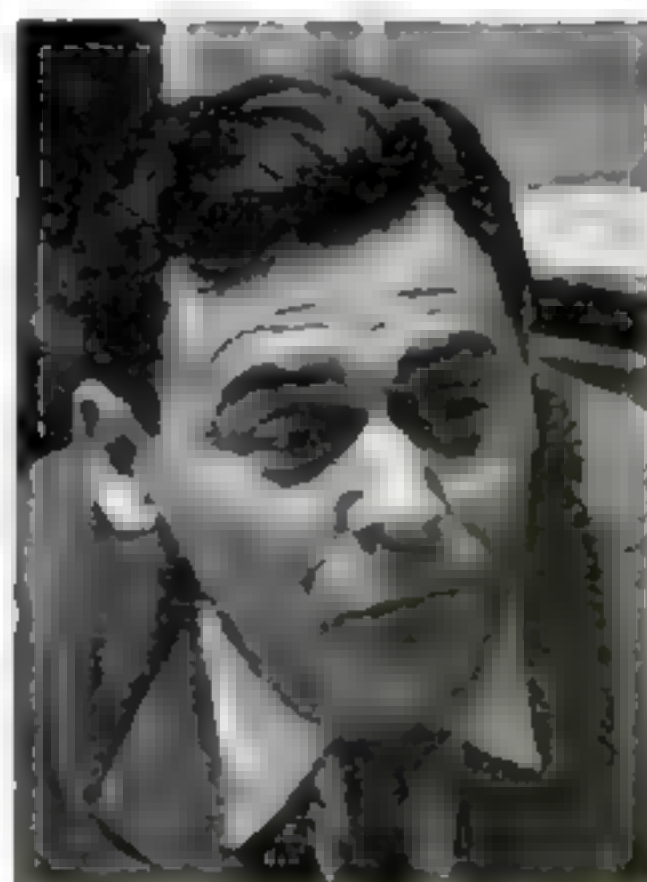
Some of these demands Hollywood could perhaps satisfy simultaneously if a few geniuses could be kept together long enough to experience the exact number of lucky accidents in precise sequence. Such things happen—but they can't be counted on. And today the movies are in a crisis. Costs are still high, box office still down. The business heads of the movies have been hard at work for some time on the first problem—but what's to be done about the second? The crisis is less a financial crisis than a crisis of motives, direction, reasons-for-being. The air is full of threats to the movies—they reverberate from Hollywood itself. Everybody loves the movies, but what is everybody going to do about them? For some partial answers, the editors brought together their four panels and asked them what they thought.

THE CRITICS

James Agee, poet and former movie reviewer; Howard Barnes, drama and motion picture critic, New York *Herald Tribune*; Iris Barry, director, Museum of Modern Art Film Library; John Mason Brown, associate editor and drama critic, *Saturday Review of Literature*; Eileen Greelman, motion picture critic and editor, New York *Sun*; Bosley Crowther, motion picture critic and editor, New York *Times*; Herb Golden, film editor, *Variety*.

The critics, meeting in New York, believe that Hollywood misjudges its own mass audience. Although they presented an impregnable front against "uplift" and "art" in the movies, they felt sure that if movies were "better," fewer people would stop going to them so soon. The question of "better for whom" was hard to reach, but when it was suggested

CRITIC



"Movies are made for respectable people now; were better when made for low-brows and made with instinct and delight."—James Agee.

PLAYWRIGHT



"Hollywood will continue to cater to the mass audience as it sees it... but let's improve Hollywood's eyesight."—Robert E. Sherwood.

AUTHOR



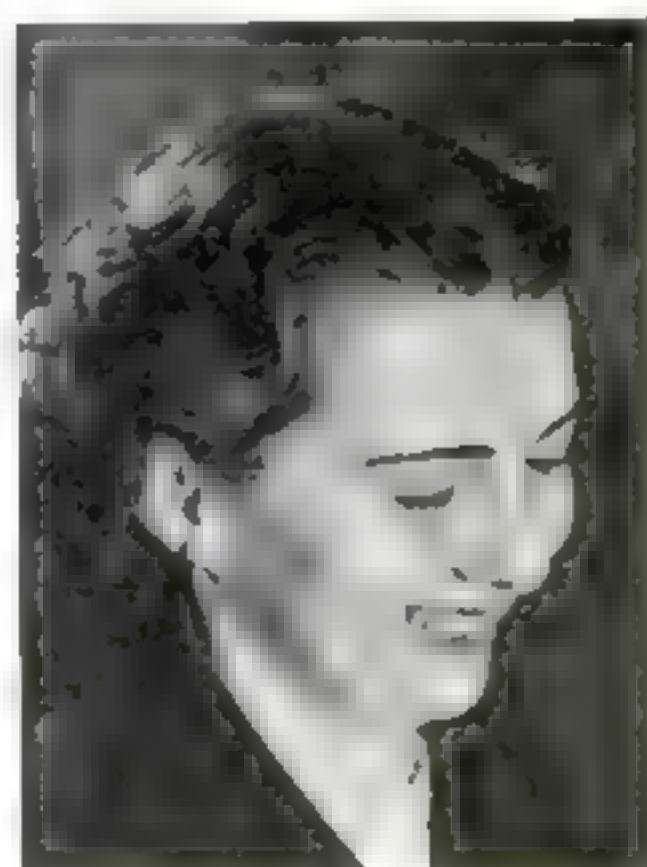
"Our uncalled-for assumption is that the movies are a combination church, fashion show, brothel, family album and clamhake."—Alistair Cooke.

EDITOR



"Movies are a business, not an art. We should encourage Hollywood to believe that better movies equals better business."—Cass Cullis.

HOUSEWIFE



"Adult shows should be more adult and children's shows more childish."—Mrs. George Hester.

EXHIBITOR



"God help us exhibitors if the American people get to hate popcorn."—Elmer Balaban.

CONTINUED ON NEXT PAGE



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WHAT'S WITH THE MOVIES? CONTINUED

that Hollywood make a conscious attempt to split its audience into *mass* and *class* and cater separately to each, the critics set up a howl of disapproval. They had previously agreed that a lot of people went to the movies week after week from blind force of habit; to pass the time of day, to explore personal romance in the upper rear balcony or eat popcorn in surroundings of Moorish splendor. The real split in movie audiences, said the critics, was not between mass and class but between *active* and *passive* viewers. The active viewer saw, took in, responded. Whether his final reaction was pleasure or disgust, he knew he had been through something. The passive viewer responded with nothing. It was the belief of Critic James Agee that Hollywood's worst mistake was in its persistent catering to the passive audience; the one that goes and goes, but is equally empty of enthusiasm or indignation.

Allied to this subject, the critics had their say on what they believed to be Hollywood's misuse of its enormous capacities for fantasy. It is fair to use make-believe to tell an admitted fairy tale but

the movies were declared far out of bounds when, as one critic put it, they so dolled up "reality" as to make it "untrue to what you can decently expect from real life." When Hollywood does this it helps drive its active audience away and surrenders moviegoing to the passives and the popcorn. So said the critics.



"Saddest day that ever dawned in Hollywood was when 'glamour' ceased to be a noun and became an industry."—Critic John Mason Brown

On still another point the critics seemed allied: they were hard against censorship in whatever form presented. They disliked the restrictions of the Motion Picture Production Code; they were even more opposed to the pre-production pressure, quiet but so effective as to scare Hollywood executives stiff, of the Catholic "Legion of Decency." The critics felt strongly that the Hollywood habit of caving

in against every threat of an effective organization was making honest, realistic pictures harder and harder to get to the public.

As to the effect of movies on children, the critics refused to think that any child not already a problem through mischance elsewhere was harmed by them. The critics pleaded that "the effects on my 14-year-old daughter" not be invoked to deny adulthood to any Hollywood film.

Hollywood's period of adversity is far from over, the critics think. But, said Herb Golden, film editor of *Variety* and apostle of optimism, "out of adversity will come happier days." Mammoth production budgets are the greatest obstruction between the filmmakers and their audiences, they believe; smaller budgets, smaller theaters for smaller audiences and the general decline of the colossal seemed to them inevitable and good. They felt that television would drain away many millions from the movie theaters and that these would be mostly the passive habit-goers. No one was disposed to quarrel with Sam Goldwyn's question, "Why should anybody go to the movies when he can stay home and see nothing worse?"

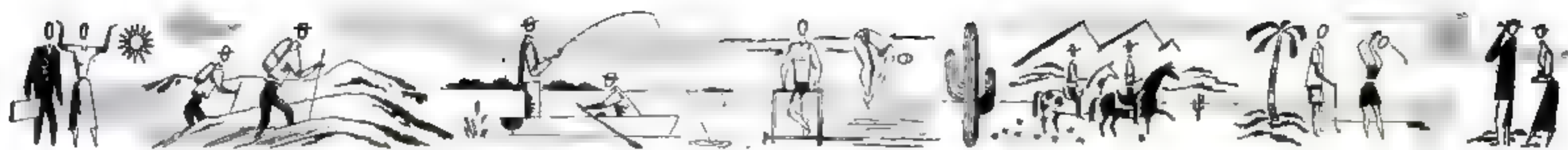
But still the critics love the movies. Said Iris Barry, director of the Film Library of the Museum of Modern Art, "I can't conceive of a world without movies. Rather more theaters filled with worse pictures than no pictures at all."

THE SCHOLARS

William Benton, publisher of *Encyclopedia Britannica*, former Assistant Secretary of State; John Ely Burchard, dean of Humanities, Massachusetts Institute of Technology; Alstair Cooke, chief American correspondent of the *Manchester Guardian*; Richard de Rochemont, producer of *The March of Time*; Joseph H. Hazen, independent producer with Hal Wallis; Mrs. Rustin McIntosh, dean of Barnard College; Hortense Powdermaker, anthropologist and associate professor, Queens College; Robert E. Sherwood, playwright, screenwriter and author of *Roosevelt and Hopkins*; Charles A. Siepmann, chairman, Department of Communications, director of film library, New York University.

This illustrious group, which met in New York, somewhat disagreed with the critics and thought films should have some mass and class grading. But it agreed Hollywood "lamentably misunderstood" the make-up of its audiences today. Eloquent spokesman for this view was Professor Charles A. Siepmann of New York University, "I think Hollywood will go broke if it continues to believe in a stereotyped public. This concept of moviegoers is a denial of the basic

CONTINUED ON PAGE 100



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WHAT'S WITH THE MOVIES? CONTINUED

American thinking which recognizes our individual differences."

Playwright Robert E. Sherwood agreed. He believed that the movies depended for their survival on pictures made for "upper levels of intelligence." Some of the greatest box office successes of the past, he pointed out, had been aimed at these levels. He thought that television would have a "revolutionary and devastating effect" on the picture industry as constituted now.

John Burchard, dean of Humanities at the Massachusetts Institute of Technology, had his own opinions why the mass-designed

movie had no bite: "Selling anything in a mass market is never a matter of pleasing anybody. It is a matter of not displeasing most people. If you allow everybody to get up and vote, you end up with a completely innocuous product like store bread. That is what you have in the movies today."

Once again, then, the movies were criticized for their basic approach to their public: the multimillion-budget picture, designed hopefully to displease no one and thus to yield the multimillion box office gross; the desperate and impossible desire of the moviemakers to be all things to all people; the general failure to cater to audiences of higher than teen-age mentality or maturity; it was on these matters the scholars' panel felt sure

Hollywood would have to change. It cannot keep living profitably in a world where the average moviegoer begins to go less and less once he passes the age of 19.

Which must come first—the idea for a good picture, or a consideration of the economic forces that shape all Hollywood pictures? The panel felt divided here, but it was Alistair Cooke (chief American correspondent, the *Manchester Guardian*) who made his point in the fewest words, "If your film satisfies the people's curiosity, then the economics will flow in and take care of you."

The scholars' panel on balance did not want to deny to pressure groups the right to exert pressure. To Joseph H. Hazen, movie producer, the ideal situation would be "a lot of pressure groups all competing to put over their point of view, but none of them succeeding." A majority of the scholars, like a majority of the critics, regarded Hollywood's subservience to the Legion of Decency's pre-production demands as one of the most serious blockades to adult movies. Said Alistair Cooke, "The moviemakers' main duty is to go on filming the kind of life they know most about as individuals. They should not be cowed by the people who want to make the movies a guide to conduct."

Like the critics, the scholars love the movies. But they do not love "Hollywood." It was Professor Siepmann who raised the question, "Is the economic structure known as Hollywood the only one, or even the best one, for the making of films?"

THE EXHIBITORS

Weldon Allen, independent operator, Grove Theater, Galesburg, Ill.; Elmer Balaban, independent operator, 12 theaters, Chicago and Detroit; James E. Coston, zone manager of Warner Brothers theaters, Midwest area; Alex Halperin, film buyer for Warner Brothers theaters, Midwest area; Sam C. Meyers, independent operator, six suburban theaters, Chicago area; Trueman T. Rembusch, independent operator, 12 theaters, Indiana; Arthur Schoenstadt, independent operator, 17 theaters, Chicago; Edward G. Zorn, independent operator, two theaters, Pontiac, Ill.

The exhibitors, who met in Chicago, love the movies, which they call "the product." They are apt to be sore at the helplessness they feel as intermediaries between Hollywood and their audiences. They are concerned with what they call "the gap" between the two. They don't talk about mass and class pictures, and they don't talk about active and passive audience types—they do talk about "art pictures" vs. "commercial-type pictures." They have no objection to the former if it will make money for them, and some of them speak of remodeling little "side-street theaters" where small overhead could enable them to make money showing art pictures to small audiences. They aren't afraid of television, but they are uneasy about the formula picture. Some of them think pictures are presented badly by the promotion and advertising departments of the producers; said one, furthermore, "Almost any theater can play pictures like *Henry V* or *Open City* if they are sold and presented properly."

CONTINUED ON PAGE 109

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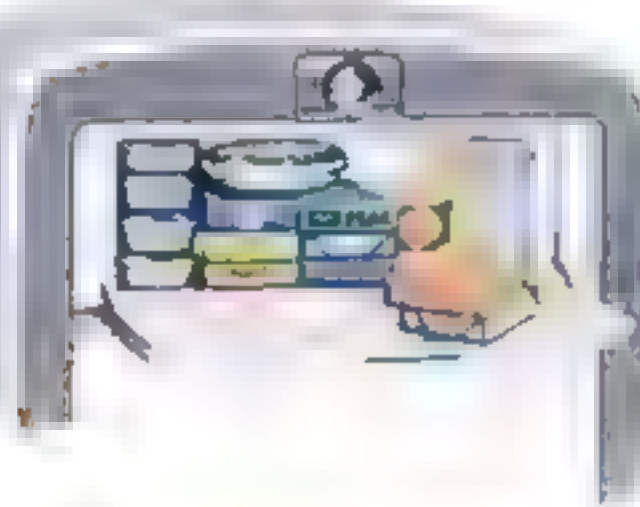
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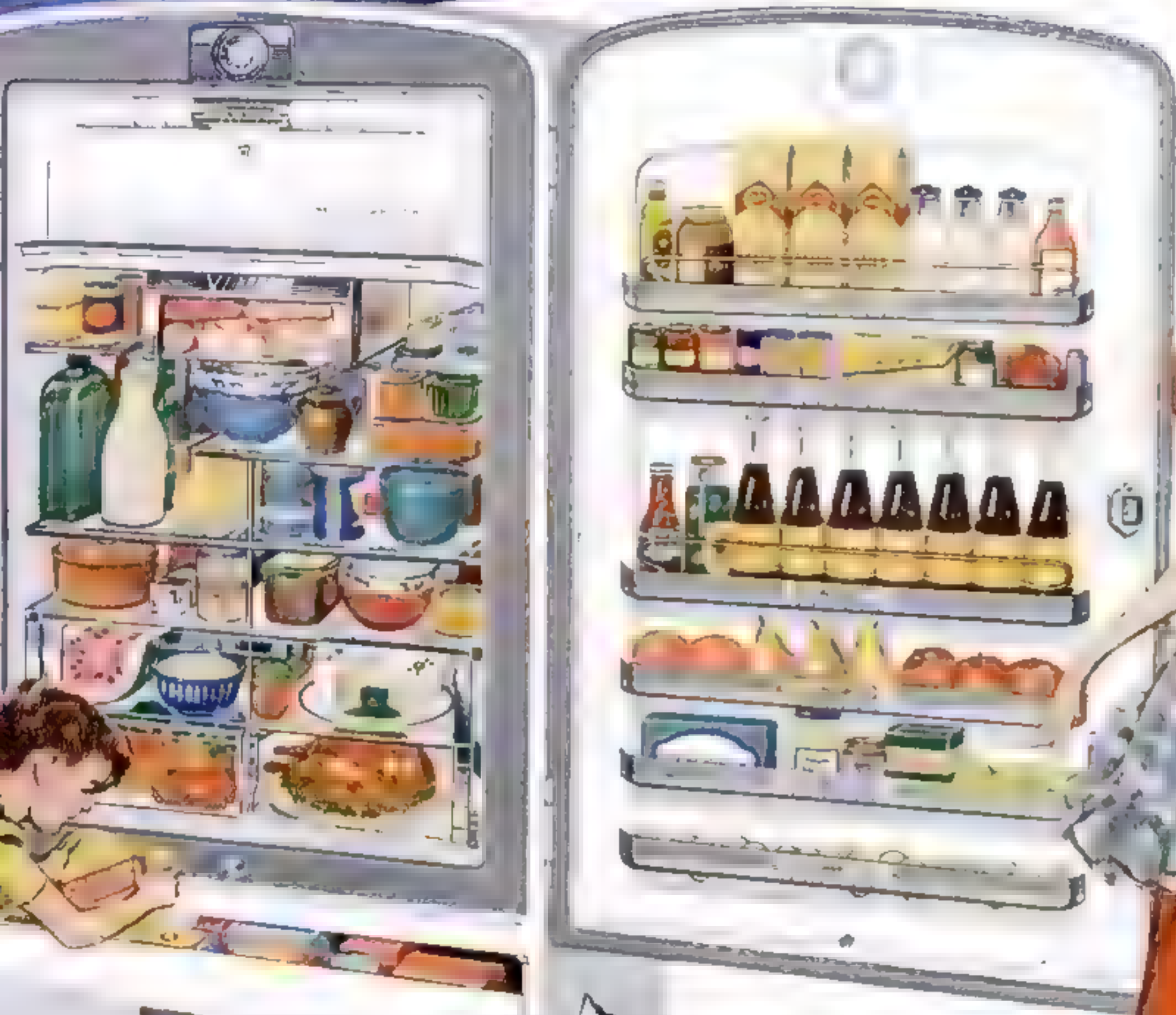
- ★ Electrosaver Unit—manufactured in Crosley's own plant—all moving parts selectively fitted for uniform close tolerances—hermetically sealed and permanently lubricated for long, quiet, trouble-free, economical operation. Backed by 5-year warranty!
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cleans as it beautifies!

The lasting brilliance of Paste Simoniz, I am confident, will appeal to you. It does to millions! They write me that it goes on so smoothly, buffs so easily—cleans as it gives an amazing sparkle...just a light dusting keeps floors bright and lovely. Try Paste Simoniz, won't you?

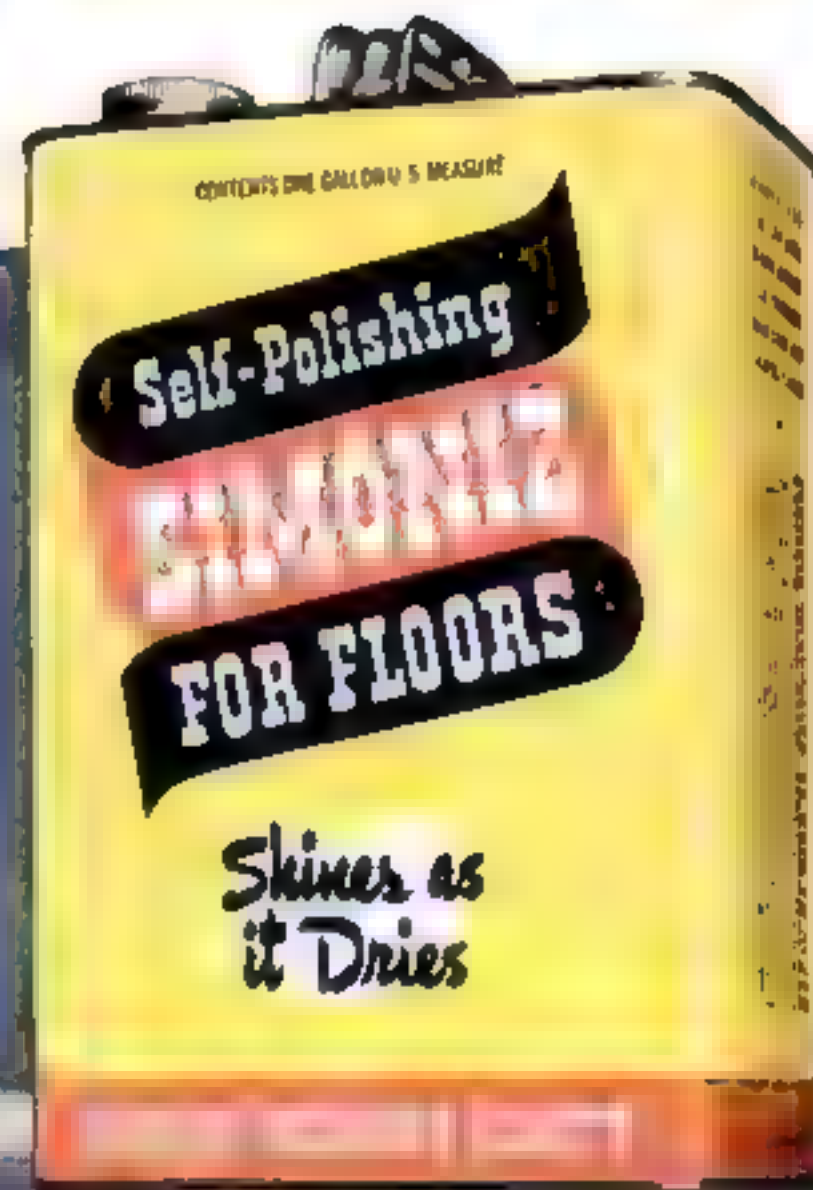


Window GLAZE cleans
quicker—keeps glass
bright longer!

I urge you to also get wonderful Window GLAZE with film dissolving "Alkoon." It gives crystal clear brilliance to glass, silverware, chromium, glazed tile, porcelain refrigerators and sinks. Just wipe on with a clean dry cloth—let dry—then wipe off. It's that easy.

AMAZING SELF-POLISHING SIMONIZ FOR FLOORS

OUTSHINES THEM ALL!



THE LUSTRE LASTS AND LASTS!

GROWS EVEN BRIGHTER WITH WEAR!

Costs less to use because it lasts longer!

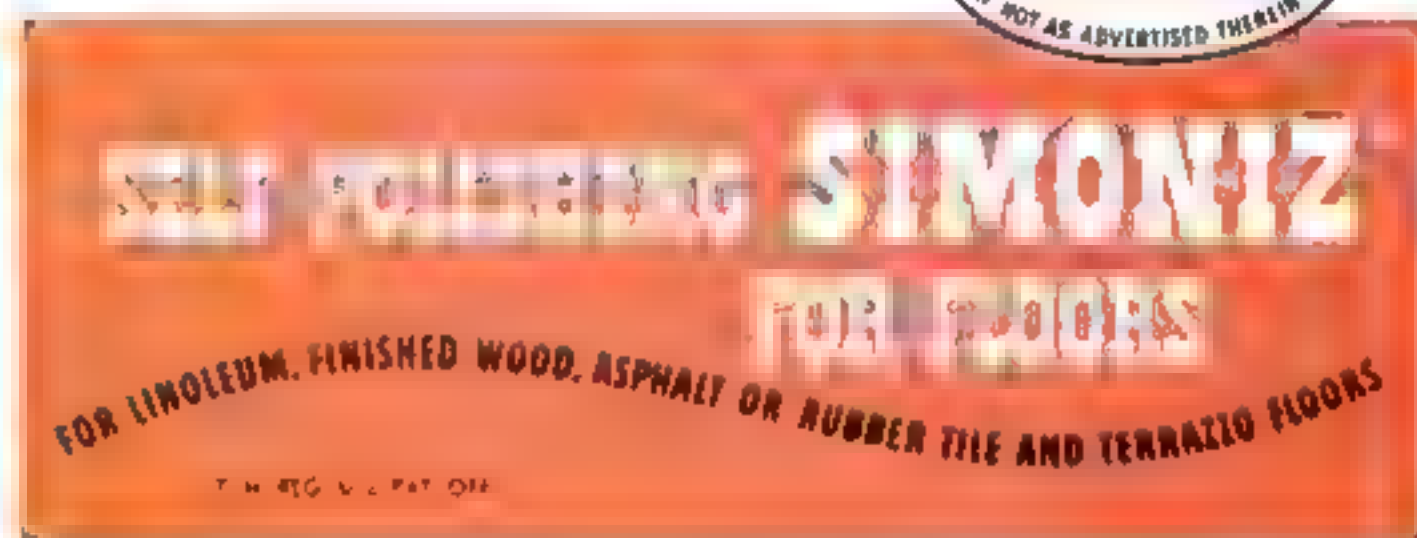
Millions of housewives are switching to Self-Polishing Simoniz. They find it gives longer wearing beauty and keeps their floors brighter.

For the same lasting loveliness that makes Simoniz so famous for cars—insist on Self-Polishing Simoniz for your floors!



Sold by grocery, hardware, variety, drug, paint, 5 cents to \$1, auto accessory, department stores—linoleum dealers everywhere.

THE SIMONIZ COMPANY
CHICAGO 16, ILL.



WHAT'S WITH THE MOVIES? CONTINUED

The exhibitors want more product. A few say they want better "labels" on pictures, so that they can better exploit what variety may be in them; they, too, are leery of pictures designed to mean "everything to everybody." Said one, "When the picture is finally made that pleases everybody, we'll all be out of business."

The exhibitor doesn't like phyness dressed as reality any more than the critics or the scholars. One exhibitor allowed himself to say he thought there were more touches of realness in English and foreign language pictures than in Hollywood's. He was howled down by his colleagues—who regarded British pictures as "Smallpox!"—but he came up again, "A very real thing is very real and very wonderful." This reestablished solidarity. The exhibitors agreed that when they see a picture which is "real stuff," they recognize it, and want more.

One exhibitor dreams of a theater he wants to build: it would be two theaters, joined by a common lobby. On one lobby side would be a 500-seat theater for adults; on the other, a 1,000-seater for the kids, the passives, the habitués.

The exhibitor loves the movies, but he is uneasy about "the gap." Something must close it. "Meanwhile," said one, "God help all of us if the American people start hating popcorn."

THE CONSUMERS

Richard Bard, high-school sophomore; Edith Bradford, high-school junior; Cass Cullis, editor of *Bryan Times*; Mrs. George Hester, Mothers' Club representative, Bryan Motion Picture Council; Mrs. Karl King, president of Bryan Motion Picture Council; Rev. Edward J. Mattimoe, pastor, St. Patrick's Church; Don Maxwell, manager, Bryan and Temple Theaters; C. B. Melton, president, Bryan Chamber of Commerce; Clinton W. Swengel, pastor, Methodist Church; Jeanette Wharton, junior high school English teacher.

The consumers panel, made up of residents of Bryan, Ohio (pop. 5,800), was spirited; it disagreed sharply within itself on details but, without knowing it, went along on most of the general propositions of previous panels. It thought the star system was busted. Young Edith Bradford, 16-year-old high-school student, felt little enthusiasm for the movies as a source of entertainment; she went to them largely because she was "dragged there by her dates." What Edith asked was what most members of other panels had asked: that movies be diverse and that they be true. When an adult member of the panel pleaded that movies must show "the American way of life—our way," Edith suggested there was more than one such, and that it was the duty of the movies to give a fair shake to as many as possible.

The Rev. Clinton W. Swengel said he would go to the movies much more often if he did not think he would be insulted by what he saw. He was raising a lay point, not a ministerial one. He, like other members of the panel, was complaining of the movies' catering to that same passivity against which Critic Agee (p. 98) had already protested. Mr. Swengel was tired of guns that went off and hit nobody—or worse, the lack of reaction both on the screen and in the audience when somebody *did* get hit.

A similar plea for reality was made by Father Edward J. Mattimoe, who was also the panel's spokesman for the Legion of Decency. Said Father Mattimoe, "The more reality, the more understanding. Probably nothing in our day has such power [as the movies] for good or evil."

It was Mrs. George Hester, housewife, who made one of the day's simplifying remarks: "I would like to see adult movies more adult and children's movies more childish." She complained, as did others on previous panels, about the advertising of movies, "The ads are not honest. Sometimes the shows are worse than the ads, sometimes much better. You can't read an ad and know what you are going to see."

Mr. Cass Cullis, Bryan editor, after listening to a good deal of testimony about the evil effect of movies on children (a matter of concern in Bryan), wondered, like the critics and the scholars before him, whether anybody had ever been ruined by the movies. He granted the panel that he might have been ruined by *something*, but he was sure it was not the movies. What spoiled the movies of today for him was the same old thing: the interposition between the one who sees and the thing seen of phony elaborateness—the more expensive it was, the cheaper and more dulling its effect. Mr. Cullis and the Bryan panel would like to see "the classics" displayed on the screen—some great books, or some opera, or even some Gilbert and Sullivan—in fact *anything* except the regular formula fare that seemed to turn up. Don Maxwell, manager of the two Bryan theaters, sadly shook his head. He pointed out that when he had shown *The Decision of Christopher Blake* (referred to



IT'S A DO-THE-TOWN DRESS!

IT'S A TAKE-THE-SUN DRESS!

It's one wonderful summer dress that's two—almost! So versatile—this slim-making Empire bolero fashion. And a breeze to care for! Heavenly cool Sacony-Ciella (acetate rayon) sheds wrinkles, washes wonderfully. Easy price, too—17.95. Misses' sizes.

No mail orders, please! Watch your newspaper for local store announcements. Send 10¢ for "Folio of Summer Fashions, 1949" to Sacony, Dept. C8, College Point, N. Y.

IT'S A WONDERFUL BUY! 17.95

Sacony



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GENTLER
BLEACHING ACTION
...longer life for linens!

CLOROX makes your loveliest white and color-fast cottons and linens snowy-white and color-bright. And, too, linens laundered with Clorox last longer, for Clorox is free from caustic and other harsh substances made by an exclusive formula protected by U.S. patent. Conserve your costly linens the extra-gentle Clorox way!



2.
GREATER
DISINFECTING EFFICIENCY
...and health protection!

THE instant you apply a Clorox solution to sink, drainboard, wash basin, bath tub or toilet bowl it goes to work killing germs! Yes, in routine cleaning of these and other household danger zones, Clorox kills germs quicker than any other product of its kind. It does a better job of disinfecting because it's free from caustic, therefore more efficient!



To Conserve Linens . . . to Protect Health . . .
LET CLOROX GO TO WORK FOR YOU!



Directions on label

CLOROX IS AMERICA'S FAVORITE . . . IT BLEACHES • REMOVES STAINS • DEODORIZES • DISINFECTS

Only CROWN and HEADLIGHT Overalls offer the new patented Safe Deposit Pockets



Keeps valuables safe, clean and handy

Here are the overalls that can pay for themselves 50 times over — or more — by preventing costly losses. Note, too: these overalls feature extra heavy denim for long wear . . . graduated custom sizes for proper fit and comfort . . . Sanitized . . . a new pair free if they shrink. Remember, only Crown and Headlight Overalls are certified for quality by the United States Testing Co. Buy a pair of Crown or Headlight Overalls and enjoy the convenience, comfort and protection you get only in these garments. If your dealer can't supply you, write us.

- to guard your
- MONEY
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- VALUABLES

2 extra zipper pockets behind entire bib!

UNION MADE
HEADLIGHT
WORK CLOTHES



CROWN and HEADLIGHT
Work Clothes

OVERALLS • TROUSERS • SHIRTS • JACKETS • TREE CLIMBER TOGS

WHAT'S WITH THE MOVIES? CONTINUED

by Mr. Swengel as reasonably adult treatment of divorce) he had had to double it up with Abbott and Costello to bring in the customers.

Bryan was obviously a tough town in which to make a buck at showing movies—but everybody loved them just the same.

So everybody loves the movies. And almost everybody in the four panels consulted so far thinks that Hollywood is killing what he loves. The points on which there seemed firmest agreement:

- 1 Hollywood is trying to comply with thousands of prohibitions, and its aim is thus becoming the barren and self-defeating aim of not displeasing anybody.
- 2 In so doing Hollywood is neglecting its active audience and catering hardest to the habitual, passive audience which does it least good, and will be the first to desert it for television.
- 3 The search for the "universal" picture will end in disaster, if sufficiently pursued.
- 4 The advertising and selling of movies to the public is elaborately and dishonestly bad.
- 5 Hollywood deliberately confuses fantasy with reality, thereby providing neither the recreation of true fantasy nor the recognition of true experience.
- 6 As a means to being both more truthful and less standardized, Hollywood should spend less money on each picture and make more pictures of greater variety.

Last March, David O. Selznick, who has made as much money out of the movies as anybody, made a speech in which he declared that the movie industry was now faced with a "drastically changed audience." He continued, "The economics of the industry have gone very sour," and added that moviemakers are "struggling desperately to make ends meet." Producers face "an almost impossible assignment to appeal to all"—a statement certainly corroborated by the LIFE panels. But then Mr. Selznick went on to say that producers must reach out for the widest possible audience in order to survive economically—admitting that, in the process, pictures must be aimed at a "common denominator" and sometimes even at the "lowest denominator."

Therein seems to lie the \$64 billion contradiction. Must the producers do what Mr. Selznick says they must? Is this a real compulsion, or is it something that is thought to glimmer at the bottoms of the swimming pools in Beverly Hills? The British, despite their own troubles, seem hell-bent these days to capture in the U.S. not the widest possible audience, but the best possible audience—the audience over 35 years old which has deserted, and been deserted by, Hollywood. Where lies the right idea? What are the real alternatives?

THE PROBLEM OF PLEASING EVERYBODY



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"Taking an all-round view of the situation, our best bet would be a crime story, semi-documentary, done in the form of a musical comedy, and laid in Italy."

This Family Reduced Tooth Decay with Amazing New Amm-i-dent!



**Think what this tooth powder
can mean to your family!**

The Kovels were among hundreds of families who helped test Amm-i-dent Tooth Powder, during early research, under supervision of dentists. They were delighted with the way it helped them reduce tooth decay. Of course, results vary with individuals. Not every family will get the same high rate of reduction as the Kovels. But your family should enjoy a substantial reduction in its rate of new cavities, with regular use of Amm-i-dent.

You have probably heard of Amm-i-dent already, from your dentist or from friends. You may have read about Amm-i-dent in Time, Newsweek or Parents' Magazine. Here, at last, is a tooth powder that can help prevent formation of new cavities!

First Ammoniated Tooth Powder

Two revolutionary ingredients enable Amm-i-dent to reduce tooth decay—Dibasic Ammonium Phosphate and Carbamide (Synthetic Urea). They eliminate from the mouth large numbers of the acid-forming bacteria which can cause cavities. Now, for the first time, you can help protect against decay with your regular tooth brushing.

Mrs. Kovel says, "My mouth really feels clean after Amm-i-dent and I've never seen my smile look brighter. It's the same with the children. How they love the taste!" Your family, too, will love the clean, minty taste and the bright smiles and sweet breath that Amm-i-dent can bring them.

But remember—nothing can lessen your need for regular visits to your dentist. Seek his care and advice often.

Mothers! Insist that your family start using Amm-i-dent immediately. It costs so little to fight decay the Amm-i-dent way.

At all drug counters. No prescription necessary.

KOVEL

8310-12 35th Avenue,
Jackson Heights, L.I., N.Y.
Used Amm-i-dent during
test research.

Mrs. Rose Kovel (mother)
before using Amm-i-dent:
10 cavities in 12 months
since using Amm-i-dent:
4 cavities in 38 months

Laura (daughter)
before using Amm-i-dent:
3 cavities in 19 months
since using Amm-i-dent:
2 cavities in 36 months

Steven, 8½ yrs.,
David, 5½ yrs.
Still have first teeth.
Using Amm-i-dent.
No cavities so far.

Notary Public's Statement:
"I have seen the actual dentist's
records of the Kovel family and
their dentist's sworn statement that
the above is an exact and accurate
description."

Evelyn A. Roman
Notary Public, State of New York

Amm-i-dent

TRADE MARK

FIRST AMMONIATED TOOTH POWDER

TESTED
COMMENDED
PARENTS
MAGAZINE



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IN THIS GREAT FACTORY ARE MADE
THE MOST EXCEPTIONAL WATCHES
AND CLOCKS IN ALL THE WORLD

LE COULTRE

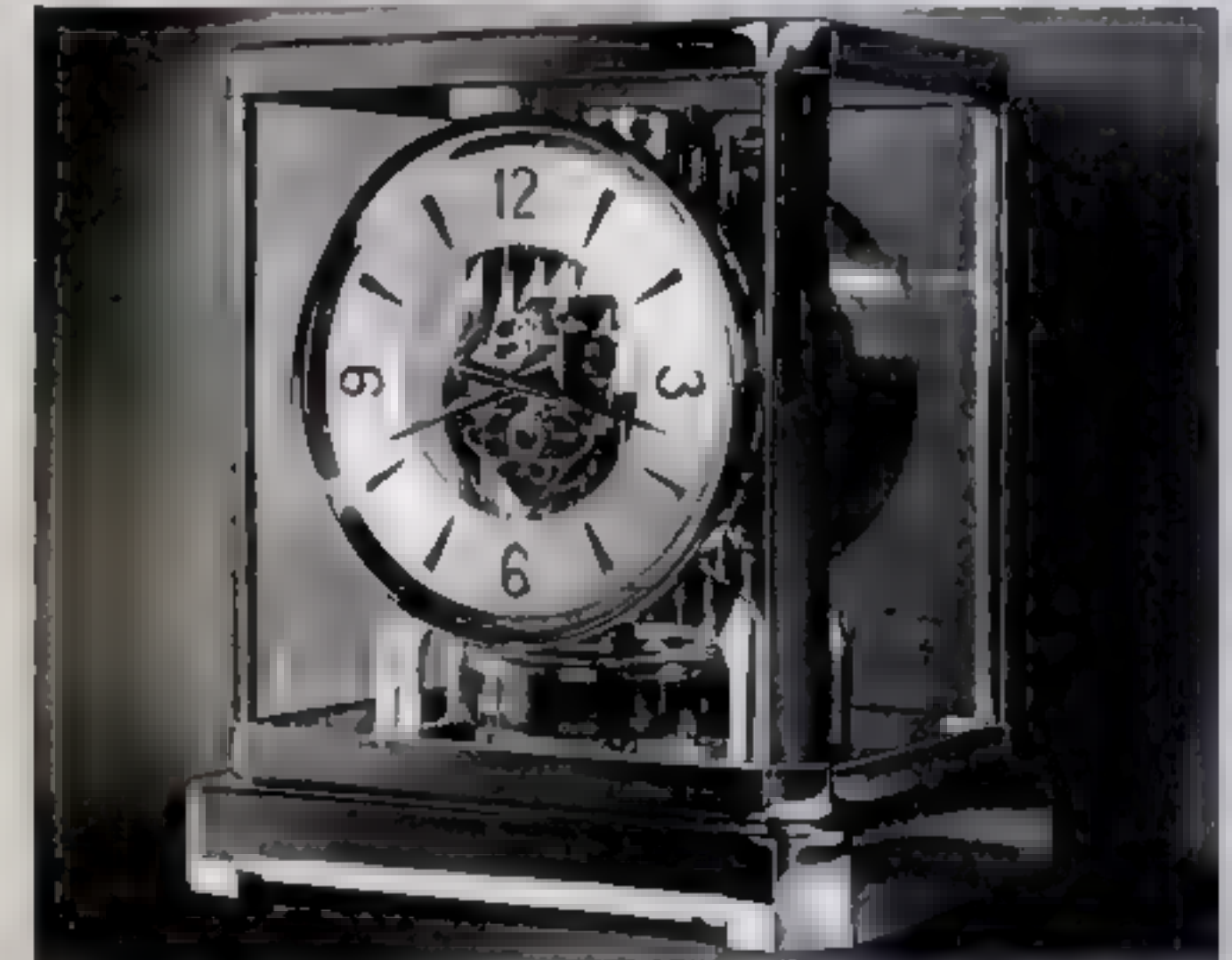
Generation after generation, for over a century, Vacheron & Constantin-Le Coultre, with infinite skill, have created the world's most unusual watches and clocks. The same scientific precision which distinguishes these remarkable timepieces goes into every product of this great factory.



WORLD'S MOST COMPLEX watch, a split-second chronograph, chimes hourly, tells day, date, month, moon phase. \$4200.



WORLD'S THINNEST watch has movement only .0531 of an inch thick—one of many Le Coultre unusual watch "firsts." \$1410.



CLOCK THAT LIVES ON AIR—"Atmos" is not wound by hand or electricity but by temperature changes. A scientific miracle, "Atmos" approaches man's long-sought dream of "perpetual motion." \$315



WORLD'S SMALLEST watch features 74-part movement in platinum case only $\frac{1}{8}$ inch wide by $\frac{1}{2}$ inch long. \$1500.



CIGARETTE-PACK-SIZE "Travelette" 2-day alarm, rose-bronze, \$22.75. Other travel clocks in fancy leathers to \$125.



MOON PHASE watch, showing hour, day, date, month and phases of the moon, brought Le Coultre early fame. \$150.



SELF-WINDING automatic watch, first with dial showing reserve running time. Gold-filled, \$71.50; 14K gold, \$150.



LAKME. 14K Gold, 17 jewels. \$95.00.

CABOT. Gold filled, 17 jewels. \$71.50.

MELISANDE. Gold filled, 17 jewels. \$71.50.

AUTOMATIC. Steel case, 17 jewels. \$71.50.



PRINCESS ELIZABETH'S wedding gift from Swiss Government was this unique diamond bracelet-watch. Made to order by Vacheron & Constantin-Le Coultre with bracelet of 32 matched links.

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Watches & Clocks Made Continuously Since 1785

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All Prices Include Federal Tax



POSES MAKE THEIR FIRST PUBLIC APPEARANCE AT NEW YORK'S JONES BEACH AS SUNSUIT TOPS. INVENTOR CLAIMS THEY CAN ALSO BE WORN FOR ACTIVE SPORTS

ADHESIVE BRAS

They employ no wires or straps

For 5,000 years clothes have been draped, tied, buttoned, pinned and buckled on the human form. This year, for the first time in history, they will be glued on. Charles L. Langa, a Detroit industrialist, has invented a new kind of bra consisting simply of two cloth cups. Strapless, wireless, and backless, the cups, held on by a thin but strong adhesive around their rims (*next page*), provide the

usual support yet are painlessly removable. Langa claims that Posēs (pronounced pose-ease), as he calls them, will stick tight even though the wearer dives from a 10-foot board and that they give an unusual sense of freedom. However while they actually cover more area than many of the conventional bras, Posēs also give the wearer a startling look, especially when she is seen from the rear.



Clyde Last
 Size 4-9
 Brown Heather
 Summer Weight Sole
 Rubber Heel

Nunn-Bush Gives You Extra Months of *Satisfying* Wear!

There is no laboratory test that will reveal the *extra* operations by which Nunn-Bush gives you Ankle Fashioning... but when you wear Nunn-Bush shoes you enjoy luxurious heel-hugging comfort, trim shape-retaining smartness and added months of SATISFYING wear. The constant Nunn-Bush purpose is to make the world's finest shoes for men.

See Your Local Nunn-Bush Merchant
 NUNN-BUSH SHOE COMPANY • Manufacturers • MILWAUKEE 1, WISCONSIN

Adhesive Bras CONTINUED



LANGS, A HUSKY WATER-POLO PLAYER, RENEWS ADHESIVE ON POSES

LANGS PLANS 200,000 PER DAY

Yaleman Langs, who has grown wealthy chromium-plating grilles for Cadillac and Ford cars, thought up Posēs after watching his wife Mary shift the straps of conventional bathing suits while trying to attain an even tan in Florida. He asked a chemist friend, Dr. Charles Walton, to develop an unfailing adhesive which would be removable without leaving a gummy residue. Then the Langses experimented four years before they felt Posēs were ready for the world. Accustomed to thinking in auto-production terms, Langs plans to turn out 200,000 Posēs per day.



PAPER STRIP covering gummed ring inside Posēs is removed before wearing. Adhesive is renewed each time they are worn from an accompanying bottle of "rejuvenator." Posēs cannot be worn by people allergic to surgical tape.

Now...Beautiful KENTILE FLOORS guaranteed for the life of your home

...I never had a floor so easy to keep clean!

.....I can't believe it cost so little!

HAT BY REHE
DRESSED BY MARA KRM

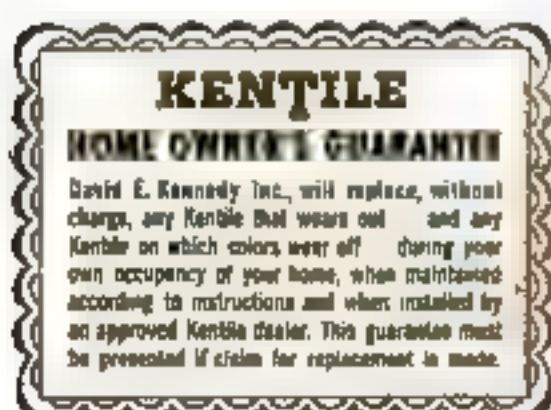
Wonderful new low-cost flooring stays new looking for life

Now the loveliest floors ever can be yours no matter how small your budget! And they're *guaranteed* for the life of your home! You can choose your colors, create your own design for every room in your house and *know* the beauty will last. Kentile colors can't wear off... they go clear through to the back of each tile. Smooth, easy-to-clean Kentile resists stains and soil... and occasional waxing keeps it gleaming bright. See your Kentile dealer *now* and discover how very little it costs to give your home this *guaranteed* beauty.



KENTILE

The Permanently Beautiful
Asphalt Tile



To get the name of your nearest Kentile Dealer phone Western Union by number and ask Operator 25 for his name and address. Visit him and see Kentile's beauty for yourself... learn how easily and quickly Kentile can be installed. He will help you work out your own design and will give you a **FREE** estimate on the floor you choose.

BIG 2ⁱⁿ1 BREAKFAST BUY!



*Mothers! This is great news!
A health-building whole wheat
cereal you can serve to please
every member of your family!*



COLD *or* COOKED

now one grand cereal gives you both!



1

HEARTY AND HEALTHFUL served COLD!

2 NABISCO SHREDDED WHEAT biscuits
Sugar Milk
Strawberries

Your family enjoys a better breakfast when you serve this health-building cereal. For NABISCO SHREDDED WHEAT is wholesome whole wheat—just as Nature made it! All the important nutrients are there—even the wheat germ and bran. No wonder NABISCO SHREDDED WHEAT has been building sturdy Americans for generations! Serve it cold—or the new quick cooked way

2

DELICIOUS, NUTRITIOUS served COOKED!

2 NABISCO SHREDDED WHEAT biscuits
1 cup water ¼ tsp. salt

Now! A tempting, cooked whole wheat cereal you can make in 1 minute! Just add salt to boiling water, coarsely crumble in 2 NABISCO SHREDDED WHEAT biscuits. Cook 1 minute only, stirring constantly. Delicious, with a rich wheaty flavor. Now you can serve a cold and cooked cereal from the same package—it's the original NABISCO SHREDDED WHEAT, the big 2-in-1 breakfast buy!

NABISCO SHREDDED WHEAT

BAKED BY NATIONAL BISCUIT COMPANY



FRED AND GINGER'S NEW FILM COMES TO ROUSING CLOSE WITH DANCE CALLED "MANHATTAN DOWNBEAT"

Astaire & Rogers Dance Again

"THE BARKLEYS OF BROADWAY" PROVES THEY ARE STILL THE TOPS

Back in the 1930s there was no dance team in the movies with the lift and sparkle and good-natured wit of Rogers and Astaire. Now after 10 years apart they are back together again in a gay and gaudy musical called *The Barkleys of Broadway*. It takes only one look at them stepping around to know that they are still the best in their business.

Fred and Ginger went their separate ways after a brilliant run of triumphs stretching from *Flying Down to Rio* in 1933 to *The Story of Vernon and Irene Castle* in 1939. In *Barkleys* M-G-M has done only pretty well by the reunited pair. The movie's music is not much good, except for one

song by the late George Gershwin. There is a scene showing Ginger, in all seriousness, playing Sarah Bernhardt and reciting the *Marseillaise* in a kind of French that should be cut right out of the picture, if only to keep the Divine Sarah quiet in her grave. Against these drawbacks *Barkleys* has a brighter and more sensible plot than most musicals—about a couple of musical comedy stars who break up when the wife gets to thinking she is a great dramatic actress. As long as the movie itself doesn't take Ginger's dramatics seriously, Ginger and Fred put on a fine show as comedians. And, of course, a wonderful show as dancers.



"GETTING READY FOR SUMMER," by Douglass Crockwell. Number 29 in the series "Home Life in America."

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION



FRED'S SHOE DANCE



"SHOES WITH WINGS ON," which looks like burlesque of *The Red Shoes* ballet (*Life*, March 8, 1948), is best dance number in *Barkley's*. In it Astaire is a shoe repairman who puts on a customer's shoes and finds they make him tap dance wildly. Then all the shoes in the shop leave their shelves and begin to dance. He fights them with guns and broom till he and shoes collapse together.

"Smackin' good...it's GRO-PUP"



For "sniff appeal" heap his dish with wonderful Gro-Pup Ribbon. Crunchy-good . . . and nourishing!

Dogs crave *solid food* . . . and that's what they get in Gro-Pup. Top quality protein—in skim milk and homogenized fish. Meat meal, too. 23 "dog thrive" ingredients in all, including every vitamin and mineral dogs are known to need!

Give your dog Gro-Pup—for sleek coat, good condition and lively bounce! It's veterinary-approved . . . it's the *only* Ribbon-type dog food available!

THRIFTY, TOO! Not 70% water like most canned dog foods. Feeding a family pet like a Cocker costs about 9¢ a day! Buy Gro-Pup Ribbon—it's the biggest box on the shelf!



Yes, Smackin' Good...it's Kellogg's

FOR THE FIRST TIME A RAZOR BLADE THAT



"Couldn't feel a thing!"

"I've always been a tough man to shave! Imagine my surprise, then, first time I used the Silver Star, to find my usually difficult beard coming off without a struggle. In fact, I couldn't feel a thing—not even a suspicion of the clean-cutting Silver Star edge. I, for one, am glad they discovered DURIDIUM!"

LEON HENDERSON,
U.S. War Relocation Authority and foreign trade consultant

"Was not aware there was a blade in the razor!"



"I've been trying for years to cope with my tough whiskers, so you can understand my astonishment when I tried the wonderful Silver Star. I was not in the least aware that there was a blade in the razor, yet the shave I got was a masterpiece!"

MUSGRAVE HYDE,
Noted architect



Made of new DURIDIUM metal... a wartime discovery!
5 lawyers, 2 doctors, 4 news commentators, 11 accountants,
6 business executives, 15 engineers and 341 other noted Americans
report that new SILVER STAR DURIDIUM blades take off whiskers
utterly without any feeling of the blade's edge, without
any cutting sensation whatsoever!

Men from all over the nation report that no type of regular steel blade, blue or plain steel, gives the same wonderful shave you get with the SILVER STAR, the new DURIDIUM blade!

HERE'S the best shaving news since man first started removing his whiskers! It's about the new Silver Star double edge blade, made of DURIDIUM... the razor blade your face can't feel! Takes off your whiskers cleanly and completely! Without annoyance of any kind! It's an utterly new shaving experience.

The new Silver Star DURIDIUM blade costs no more than standard blue or plain steel blades... Yet if you can feel this duridium blade when you shave, we'll gladly refund your money. Get Silver Star DURIDIUM blades today... five for 25c... and enjoy something brand new in shaving!



"Got the best shave I ever had in my life!"

"As 'Jungle Jim' I often have to let my beard grow, but when I shaved with Silver Star my beard was as gentle as a lamb! I didn't feel a thing—and I got the best shave I ever had in my life. DURIDIUM certainly is a great invention."

JOHNNY WEISSMULLER, Famous swimming champion

"SAVE AT LEAST 70 STROKES...!"

"If there were a par for razor blade performance I'm sure Silver Star would crack it every time! I got no feeling at all of the blade's edge when I shaved

with Silver Star. It passed through my wiry whiskers so easily that I must have saved at least 70 shaving strokes. DURIDIUM is a sure winner!"

GENE SARAZEN, famous golf champion

"Never dreamed I'd find such a blade!"



"Keeping clean-shaven was a nuisance until I tried the wonderful Silver Star. DURIDIUM sure is a great improvement over blue or plain steel."

DR. FRANCIS L. GOLDEN,
Author of
'For Doctors Only'

"Had to rub my fingers against the grain!"

"When I first shaved with the Silver Star blade I had to rub my fingers against the grain to see if it was really taking off my rough old beard. There was a sudden feeling of the blade's edge. My hat's off to DURIDIUM!"

DANTON WALKER,
Famous actor and
comedian who has
won many awards



"As if there were no blade in the razor!"

"The Silver Star DURIDIUM blade is a beauty any way you look at it! It takes my obstinate whiskers off without the slightest cutting sensation—as if there were no blade in the razor! DURIDIUM is wonderful!"

H. WALTER GILLIS,
Eminent educator, President School of Optics,
Wartime Chairman, Greater N. Y. Fund

IN HISTORY.... YOUR FACE CAN'T FEEL



**"I had to feel
my face**

to know I shaved!"

"I just couldn't believe the blade was cutting my whiskers—there was no sensation of the blade's edge! I had to feel my face to know I shaved! Finest shave I ever had! I'm grateful for DURIDIUM!"

JOHN LODER, Famous screen and stage star



**"Didn't know
the whiskers
were off!"**

"My first Silver Star shave was a new one to me! Couldn't feel the blade at all—didn't know the whiskers were off until I felt my chin!"

GUY LOMBARDO
Austria's first and last leader
and pool boat captain

"Just like wiping the whiskers off!"



"It's a brand new kind of shave! With the DURIDIUM Silver Star I can't feel the blade at all. It's just like wiping the whiskers off!"

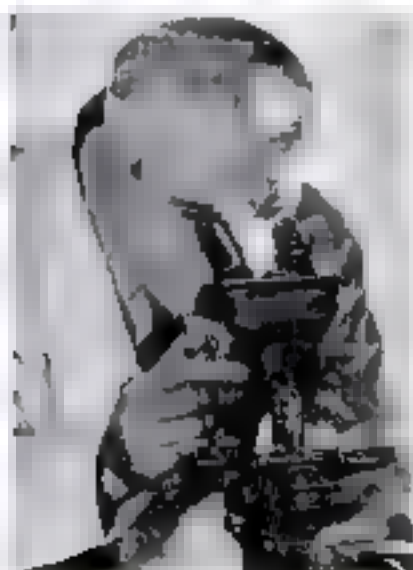
ROBERT H. COBB, President,
H. J. & J. Star, Chicago, Ill.



"A New Shaving Experience!"

"It was a revelation to see how the DURIDIUM Silver Star took my whiskers off without any cutting sensation and without annoyance of any kind. DURIDIUM does make a tremendous difference! It was an entirely new shaving experience for me!"

ED FITZGERALD, popular radio star of "Breakfast with the Fitzgeralds"



DISCOVERY OF THE SURGICAL INSTRUMENT DIVISION

DURIDIUM is an entirely new form of razor blade metal, manufactured by a process discovered during the war and now the exclusive property of the American Safety Razor Corporation. DURIDIUM is used only in Silver Star, and its scientifically-developed properties make possible a blade that cannot be manufactured with any other metal. Only the DURIDIUM Silver Star gives you an "out-of-this-world" shave your face can't feel!

**"Once over and
my face felt
like a baby's!"**

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RUSSELL PATTERSON,
Well known artist and tenor



Silver STAR

MADE OF DURIDIUM

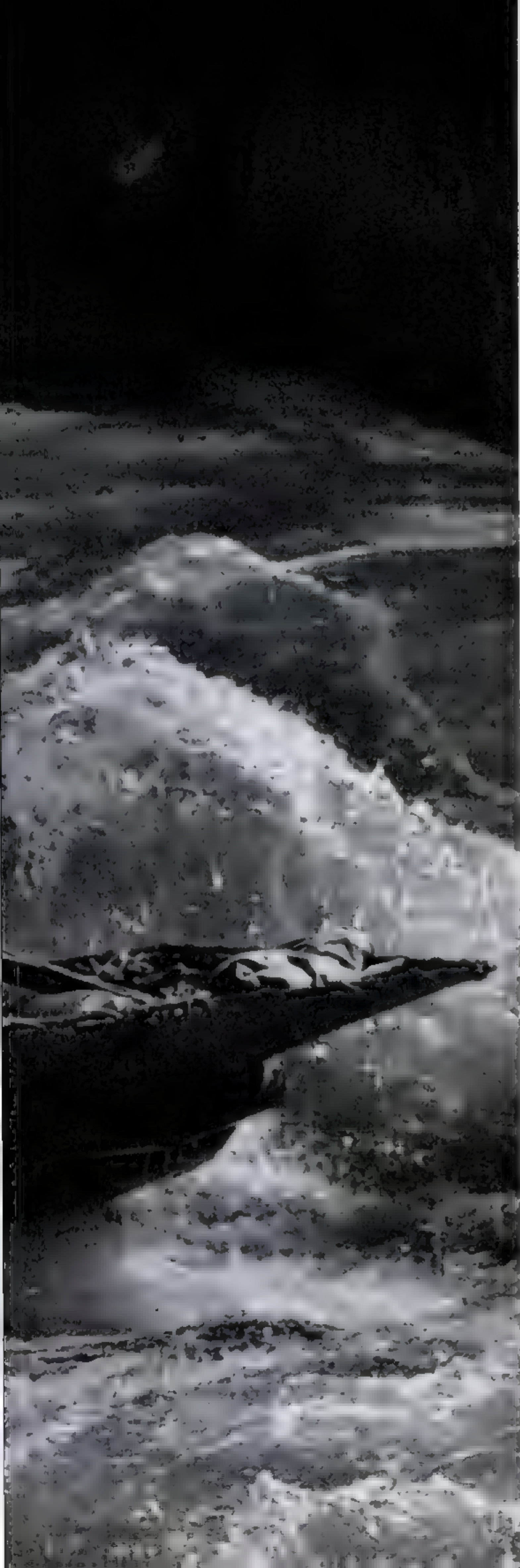
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GUIDE HANK HASTINGS SCANS THE WILD RAPIDS AHEAD

Shooting the Salmon

**IT IS THE ROUGHEST AND
WILDEST TRIP IN THE U.S.**

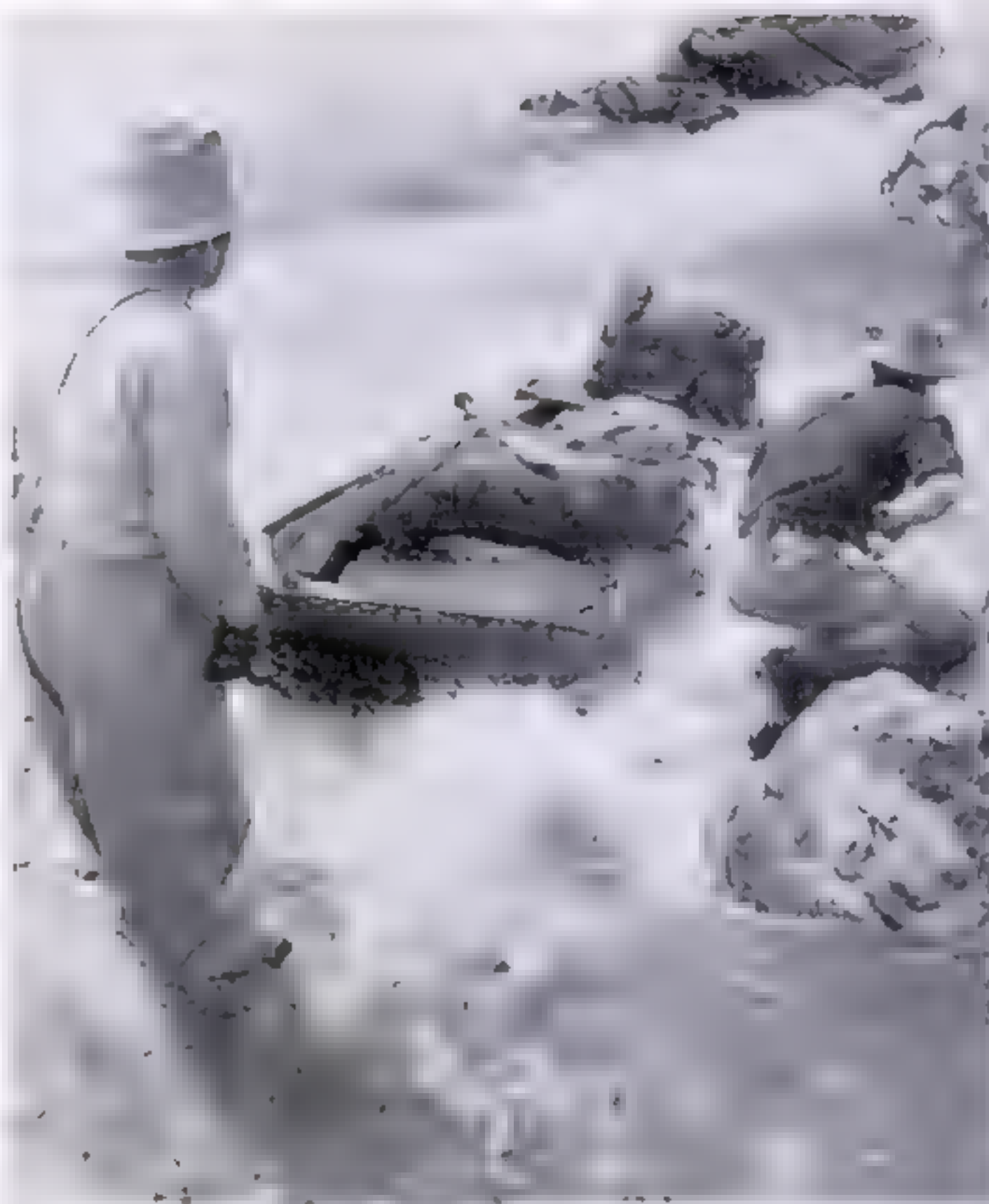
The most thrilling ride in the U.S. is in a 12-foot rubber boat down 55 miles of the Middle Fork of the Salmon River in Lemhi County, Idaho. For years the river with its boiling rapids, hidden rocks and so-called Impassable Gorge with 3,000-foot walls (*next page*) was thought so dangerous that only two dozen of the most daring white-water boatmen in the U.S. had ever tackled it. Then in 1947 Guides Leon and Joe Anderson of Forney, Idaho became skillful enough to begin taking a few extra-hardy Sun Valley guests through at a stiff \$500 a passenger. The most recent party—13 men and two women—returned to Sun Valley on April 15. In nine days they whirled in the oar-guided boats (*left*) through the heart of the nation's most primitive mountain wilderness. They saw a wealth of big game, including 100 rare Rocky Mountain sheep, and caught and ate 200 pounds of trout. But it was no trip for sissies. At night the party often camped in late snow along the banks or on narrow sandbars with the temperature at 25°. In the rapids they were constantly doused with icy water. At the end, passengers Helen and Peter Brooks, Phyllis Anderson and Al Hutchinson agreed with the guides and photographers who filled out the party that the only thing left was Niagara Falls in a barrel.



BOAT BOTTOMS were always ankle deep in cold water which splashed over the side in the fast rapids.



SHOOTING THE SALMON CONTINUED



BOAT ON ROCKS is beached ashore to be pulled up the Goose Creek waterfall at start of trip. It is the only place where we could catch the salmon.

Boats Take Beating

In spite of the guides' skill and strength boats were sometimes slashed by rocks and had to be beached ashore for repairs (*below*). Sometimes an unseen rock would stop a boat short. This happened once as Lint Photographer Loomis Dean stood up to take a picture. Along with his camera he was flung overboard into the dangerous current. Fortunately Guide Joe Anderson snatched him back as the boat broke free to rustle on downstream.



DAMAGED BOAT had its bottom torn by rocks. It had to be beached, dried, patched with fire patches (*center*) and then pulled up again by hand (*right*).

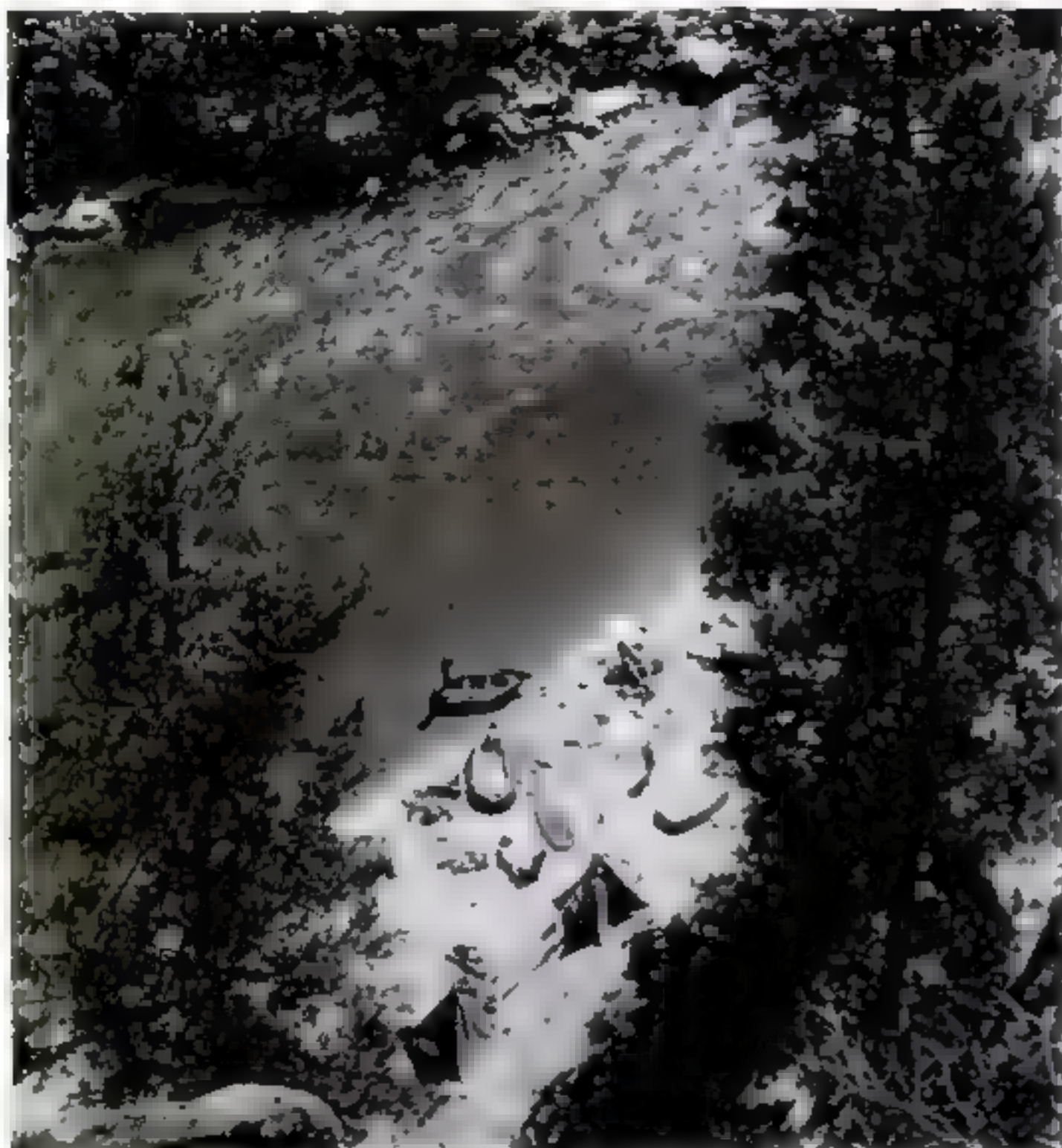
← **CANYON WALLS** were more than half a mile high in some places. They cast heavy shadows over the rushing river during all but a few hours of day.



REST ON SANDBAR by a quiet eddy was welcome after fighting rough stretch of rapids. Here Helen and Peter Brooks of Boise, Idaho sun themselves while other

members of the party watch for the rest of the boats to catch up. Though nights were below freezing, the daytime temperature throughout the trip was about 70°.

SHOOTING THE SALMON CONTINUED



CAMP SITE near Ship Island Creek at halfway point of trip was on a narrow beach below some rapids (right). Trippers can be seen fishing and making camp.

Camp Is Fun Too

Every afternoon about 4 the boats were edged to shore and everyone helped make camp. This left time to fish, explore and eat a filling meal before dark. Although everyone tried swimming, only Al Hutchinson, Chicago businessman and member of the Polar Bear Club, really enjoyed it. After supper the party swapped stories around the campfire and drank Hutchinson's White Water cocktails made of tea, butter, lemon and rum.



ICE CONE in Impassable Gorge is explored by the Brookses. Cone was formed at entrance of a cave by water dripping from above and freezing during the night.

DURING A LIGHT DRIZZLE PARTY UNLOADS BOATS AT A BEACH CAMP SITE ➔





CLOSE-UP



THE AGA, THE ALY AND THE RITA

Should a Moslem spiritual leader go to the races? Should his heir court a film star? An old school of thought has an answer: Why not?

by ROBERT COUGHLAN

ONCE when Maurice Barrès, the French novelist, was traveling in Syria he came upon a group of natives worshipping before a finely framed portrait contained in a roadside shrine. Barrès took one look at the picture and said in astonishment, "But that is the Aga Khan of the Ritz. Are you sure he is a god? I have often met him in Paris and at the races." The priest in charge said with dignity, "And why shouldn't a god go to Paris and the races if he wishes?"

The unanswerable logic of this reply explains many things which to Western minds seem incongruous in the career of His Highness the Right Honorable Aga Khan, Sir Sultan Mahomed Shah, P.C., K.C.I.E., G.C.I.E., G.C.S.I., G.C.V.O., LL.D.* It likewise clarifies certain seeming inconsistencies in the life of the Aga Khan's elder son, Aly Khan. Although Aly Khan is not a god at present and will not become one until he succeeds his father, he is at least unofficially a demigod and his prospects of becoming a supreme being in due time are gilt-edged. His father's followers thus can say with the same reasoning as the Syrian's, "Why shouldn't a god's son go to parties at Elsa Maxwell's, drive fast motor cars and marry Rita Hayworth if he wishes?"

Indeed, in the Imamee Ismaili branch of the Mohammedan religion, the division of which the Aga Khan is the Imam, or spiritual leader, the view is taken that the Aga Khan and his family are not merely entitled to enjoy the world's pleasures but have a duty to seek them out; and if Miss Hayworth is not specifically mentioned in the creed, its spirit certainly includes her. To the Ismailis the world is a delightful place, essentially good in every respect. To support this belief they quote the Prophet Mohammed, who said, "Wherever you turn, you see the hand of God." If the hand of God is everywhere, it follows that the more one lives life to the hilt, so to speak, the nearer one approaches union with the Almighty. As the spiritual shepherd of five million followers who look to him for guidance in all things, the Aga Khan naturally must set a proper example. One can suppose moments of hesitation and self-doubt such as come to many spiritual leaders, but His Highness has never been seen to flinch when confronted with a third helping of soufflé or the prospect of a month at Deauville.

The reverse of this philosophy defines the Ismaili idea of evil; it is evil to be simply a spectator and worse yet to be an introvert who lives within himself. In its final distillation evil is ignorance, while good is knowledge. The goals of life are happiness and personal serenity, which Ismailis believe can be attained only by knowing the world—the handiwork of God—in all its aspects. A devout Ismaili can thus accept any new pleasures that come his way as welcome opportunities to add to his knowledge and increase his serenity. Non-Ismailis often misunderstand this to mean the same thing as the old Occidental saying: "The best way to get rid of temptation is to

* Privy Councillor, Knight Commander of the Indian Empire, Grand Commander of the Indian Empire, Grand Commander of the Star of India, Grand Cross of the Royal Victorian Order, Doctor of Laws (honorary, from Cambridge).



AGA'S HEIR, shown with Rita Hayworth as they waited for his divorce so they could marry, is by courtesy titled "prince," by avocation a connoisseur of fast cars and horses.

give in to it," but the rule is better stated by the Aga Khan when he says, "One should experience life in order not to be dominated by life."

As a practical matter it is impossible for most of the followers to know the world intimately, as that requires a great deal of money, but there has been spiritual satisfaction for them in the fact that their contributions could enable the Aga Khan to do so. The duty was clear—and the Aga Khan brought to it a mentality and physique perfectly suited to the need. He has enormous curiosity and a quick and perceptive mind. Although he is less than handsome, many women have found him attractive. His personal charm and unfailing good spirits have made him a welcome guest and a host to be desired. He has a sense of humor even about himself, which is unusual in a god. He is a great gourmet and as a gourmand he holds several unofficial international records. Most important to the job at hand, he has strength and vitality in such a degree that even now, at the age of 72 and after a series of major operations, he is up with the birds and plays a round of golf each morning.

The Aga Khan legends

TO arrive at this state it naturally has been necessary for him to spend a good deal of time in Europe, where there are many opportunities to increase knowledge. Since Western ideas of religion are more limited than those of the Ismailis, much popular confusion has resulted. The Aga Khan for decades has been a subject for gossip, speculation, bewilderment and legend. Like most legends those about the Aga Khan contain some truth but are mainly false.

The false legend which annoys him most is the one that his bath water is bottled and sold to his followers, who in turn are supposed to regard it as an elixir against bad luck and evil spirits and, taken internally, as a cure for dandruff. "That is a terrible story," the Aga Khan says. "I dislike it very much. I suppose the story began because we have a sort of holy water, you know, like the Catholics, and people may have seen some followers carrying it about with them."

A whole galaxy of legends revolves around the Aga Khan's fortune. It has been said that he has \$2.5 billion in gold stored in his vaults in Bombay and that his ruby collection alone is worth \$250 million. It is true that a large part of his fortune is invested in tax-exempt government securities of vari-



WEIGHING was part of Aga Khan's diamond jubilee celebration at Bombay, when he was given his weight in diamonds. Monster scale was built in London for ceremony.



SITTING for a portrait by Dutch artist Van Dongen the Aga wears the costume he uses when functioning as Imam, or spiritual leader of Ismaili sect of Mohammedanism.



LEADING Derby winner Mahmoud, in 1936, the Aga Khan is followed by son Aly to the Royal Enclosure. The horse, a 100 to 8 shot, was the Khan's third Derby winner.

THE AGA CONTINUED

ous countries, and this, together with the fact that dues paid him by his followers are largely tax exempt on the grounds that they are religious donations, makes the Aga Khan one of the few men in the world for whom taxes are not a problem.

The gold legend is baseless. The idea of gold lying in underground vaults is repugnant to His Highness. It is much better, he believes, to have it invested in interest-bearing securities. At one time he was a stockholder in more than a hundred companies and gained a reputation both as an extremely shrewd investor and as a lightning manipulator of management personnel. Of late he has closed out many of his business interests, but he keeps on with a few that do not require much of his personal attention. "I am happy to say that I have always had confidence in the Texas Company," he said recently. "I knew about the oil deposits out there in Arabia very early, you see, so I was able to make a good thing out of it."

The same creative bent is in a way responsible for His Highness' interest in race horses. He explains it this way: "I am not an artist—I cannot paint pictures or make beautiful poetry—so I asked myself, 'How can I do some creative work?' and I found that in horses. There you choose and try and mate and you make an artificial creation." The Aga Khan's judgment in this respect is unparalleled. Three horses from his stud have won the Derby at Epsom Downs. A fourth Derby winner was added in 1948 when Aly, who has inherited much of his father's ability in this field, spotted a colt called My Love and bought a half interest in him on condition that he race under the Khan silks. Thus the Aga became the first four-time winner since 1899. Last year Aly paid his father \$2 million for a half interest in the stables and has taken over their active management, but the Aga Khan continues in charge of the "creative" work and spends a good deal of time each fall over the genealogical tables of his horses. He believes in inbreeding, with occasional and judicious outbreeding to get added characteristics. He does not recommend this for humans and has no use for eugenics. "Everyone should have free choice," he says. "That is the thing for humans. After all, that is what you've had in America and you haven't done badly, have you?"

The upkeep of the stables costs about a million dollars a year, but the Aga Khan is convinced that they pay for themselves. There are no reliable figures on his total winnings, but in England alone he has been top money winner 11 years, and his combined winnings there have been more than £728,000 (roughly \$3 million). Moreover the annual sale of horses from his studs, plus stud fees, often brings in more money than track winnings. And there is the capital value of his blood stock, which he puts currently at around \$6 million.

\$3.6 million of diamonds

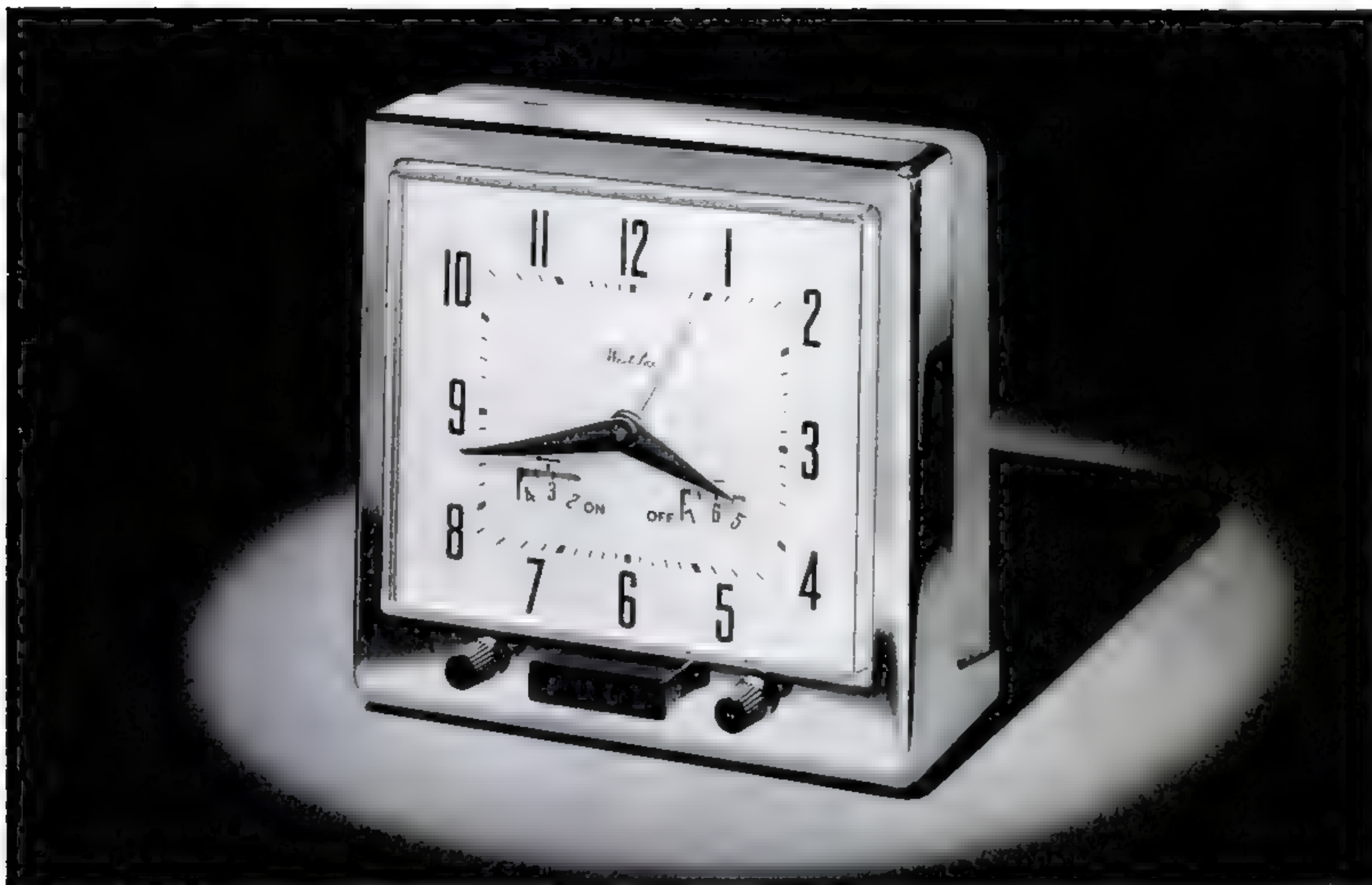
ANOTHER of the legends that distresses His Highness is that he is weighed in gold or diamonds every year by his followers and uses the money for his own pleasures. The truth is that he has been weighed in gold only twice, once by his Indian followers and again by those in Africa, on the occasion of his golden jubilee as Imam. He weighed in at 220 pounds, which fetched £25,125 (\$124,687) worth of gold in India in January 1936, and £22,773 (\$111,248) worth of gold in Africa in March 1937. The weighing of potentates in gold is an old Indian custom, so it was not particularly remarkable that it should be done to the Aga Khan. Being weighed in diamonds, however, is quite unprecedented, and when it happened to him three years ago at the time of his 60-year or diamond jubilee, it made a strong impression on him. Ten added years in pursuit of life's mysteries had given him an extra 23½ pounds, so that he tipped the scales at 243½ during the ceremony in Bombay. The equivalent weight in diamonds came to \$2.2 million. Later in the year at Dar-es-Salaam, on the coast of Tanganyika in East Africa, he balanced against diamonds worth only \$1.4 million; he had lost half a pound and the diamonds were of lower quality, the East African followers being less prosperous than those in India. In each case, except for a few souvenir diamonds at the time of the second jubilee, he turned the whole amount back to the followers to be used for schools, hospitals and other community works.

The question thus arises as to how the Aga Khan gets his money: a question that must occur to all who have Rita Hayworth's interests at heart. When Aly succeeds to his father's position, will Rita have financial security? The answer is resoundingly yes.

The Aga Khan inherited a great deal of money and property. His immediate ancestors left him numerous palaces, *objets d'art* and other royal appurtenances, including a collection of rubies valued at some \$2.5 million (not \$250 million as the legend has it). Many of these properties, including the rubies, are handed on more or less automatically with the office of Imam and thus will descend to Aly and Rita in time.

The Aga Khan also has a very large income from his followers. Each has a religious duty to pay him an annual tithe. With poor Ismailis it is very small, only a token, while with those who are both well off and devout, the sum may be 10% or more of their annual incomes. It is difficult

CONTINUED ON PAGE 17



WESTCLOX INTRODUCES A CLOCK WITH A "BRAIN"

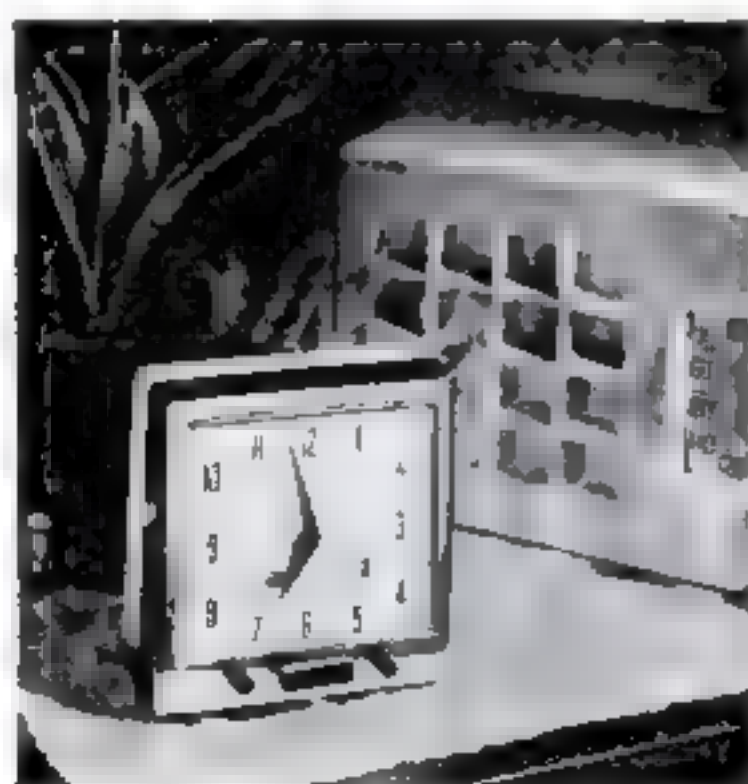
Remarkable new household servant turns your lights, radio, roaster, on and off; makes coffee before you get up!

Clocks have always had hands and faces, and told time. Now Westclox, makers of world famed Big Ben alarm clock, offers you an electric clock with a "brain"—the remarkable new Electric Switch Clock. Much more than just a clock that tells time, Electric Switch Clock is a versatile household servant that

performs many tasks in your home, automatically turns appliances on and off for you, even when you're away. (See a few examples below.) Simple to operate. Just plug the electrical appliance you're using into Switch Clock, and let this silent electric servant do the rest. Switch Clock is portable. Retail for \$12.50.



HOW MANY TIMES have you wished for a light to greet you when you came home after dark? Now you can leave it to the Westclox Switch Clock to turn lights on or off when you're not around.



WAKE UP TO MUSIC with radio plus Switch Clock—or let it turn on your favorite radio program—or set the Switch Clock to turn off your radio after you've been pleasantly "sung to sleep."



THE NEW WESTCLOX Switch Clock turns your roaster on and off, leaves you free to do other work, or leave the house if you like, without any danger that what's cooking will cook too long.



SWITCH CLOCK WILL make your coffee before you get up! Before you go to bed, put coffee and water in your coffee-maker, then plug it into Switch Clock. Coffee ready when you want it!

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"That's nothing—you should see him reach for his Wheaties."

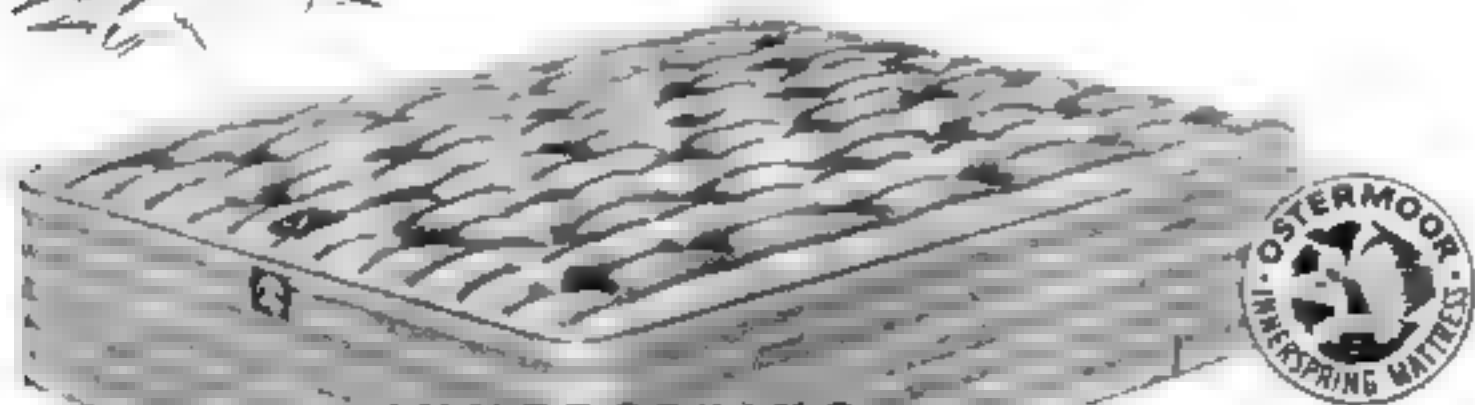
Keeping Wheaties within easy reach is always a good idea. Many champions agree. Earl Torgeson, Boston Braves' first baseman, has eaten Wheaties over 10

years! Wheaties . . . 100% whole wheat flakes, with bananas and milk . . . his favorite training dish. Good for you too. Wheaties, "Breakfast of Champions"!



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with good nights...*

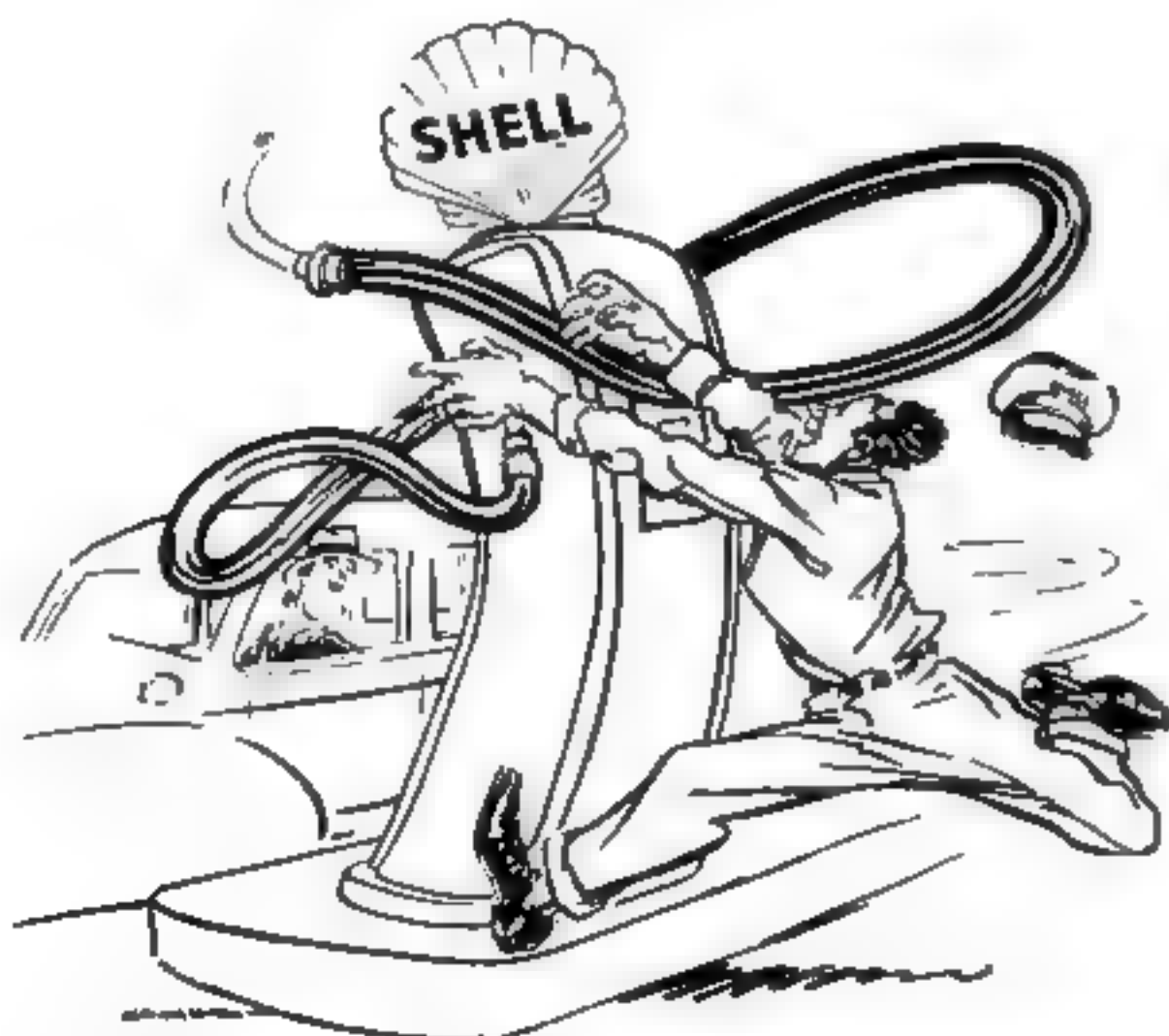
...and sleep-inviting relaxation starts with
the lullaby comfort of an Ostermoor.
Quality-built with the craftsmanship you
rightly expect of its famous name.



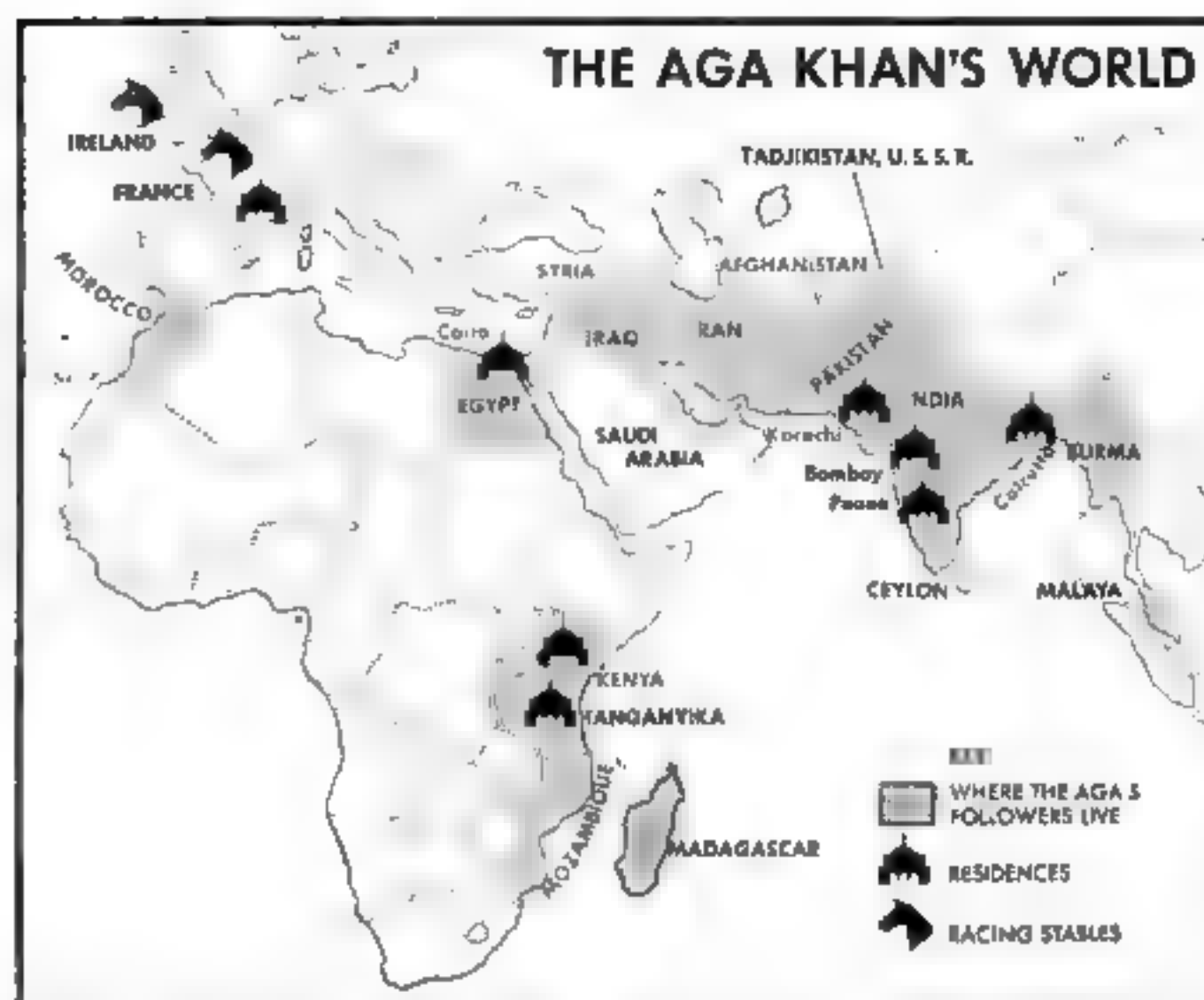
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TWO WORLDS, one Western and the other mainly Eastern, are important in the Aga's life. Unsettled conditions in Moslem regions make exact location and number of his followers impossible to ascertain, but shading in map shows main areas in Asia and Africa where his adherents live in appreciable numbers.

THE AGA CONTINUED

even for the Aga Khan to estimate the total funds paid in, for although the sect centers in India and East Africa, smaller congregations are scattered all through North Africa, the Middle East and Asia. In 1937 the Soviet government was scandalized to find that a colony of unreconstructed followers in Tadzhikistan, a remote province in the mountainous Pamir country, was sending the tithe and on that account had been excused by the local party leader from paying Soviet taxes. The party leader was sent to a fate unknown, and the Aga Khan was listed as an "enemy of the Soviet people." Followers may also be found living in the shadow of the great wall of China, and there are even a few in New York City. The Aga Khan believes that his followers number about five million. The various communities are organized under a system of priests who resemble lay preachers in Christian sects in that they support themselves by ordinary jobs in trade or farming. The amorphous nature of the sect makes for inaccurate bookkeeping, but the Aga Khan believes this may be rather an advantage. "Discipline is not the way to do it, you know," he says. "The gifts must come as a labor of love. Besides, you know, in many cases there's no way of getting it out."

For this reason His Highness feels that it would be unwise and inappropriate for him to estimate the size of his annual receipts from this source. However he is willing to say that he uses only about 10% for the support of himself and his families and that he turns back the rest to the Ismaili communities in the form of grants for schools and universities, scholarships, educational prizes, sporting trophies, hospitals, Ismaili Boy Scout and Girl Guide troops, Ismaili brass bands, drum and bugle corps, and orchestras, repairs to Ismaili mosques and innumerable other good works. Nevertheless, judging by the scale on which the Aga Khan and his large collection of relatives by blood and marriage live, the 10% he keeps out, together with income from his investments, makes money a problem only in the sense that His Highness must spend a fair amount of time in thinking up new ways to put it to creative use. His interest in racing is a help. He also has the upkeep of houses and palaces at Bombay, Poona, Karachi, Cairo, Dar-es-Salaam and Le Cannet, a suburb of Cannes, at each of which he keeps a chef and staff of servants in permanent hire.

Whatever they are, and whatever the size of his fortune, his way with money makes ordinary potentates feel hard up. A few years ago, for example, when he was visiting King Farouk in Cairo, Farouk suggested a game of *chemin de fer*. The Aga Khan dislikes *chemin de fer*, but he dislikes more doing things in a small way. Farouk called to a chamberlain to bring £500, speaking in a loud, clear voice. The Aga Khan thereupon turned to a member of his own suite and asked for £5,000. His Majesty sent back for another £4,500 to balance the stakes, but was so disconcerted at being overruled that he lost heavily. Toward the end of the evening the Aga announced that he had a plane waiting and must be off. "But it is your plane," Farouk pointed out. "Why shouldn't it wait?" The Aga said no, that it was chartered; that as a matter of fact he didn't

CONTINUED ON PAGE 130



Kathy Lynn and Theodore Balash, as painted from photographs

She has a big stake in steel

Year-old Kathy Lynn of 3941 Kleber Street, Pittsburgh, Pa., is the daughter of

Theodore Balash, successful plumber and a good customer of steel. More steel has helped his business double since V-J Day. The better his business, the brighter Kathy Lynn's future.

Not so long ago, plumbing fixtures were in short supply. Balash had one problem after another in meeting customers' needs. But today he and the two apprentices working for him are having it a lot easier. With record steel production, post-war shortages of fixtures and all other steel products are disappearing.

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To insure sufficient supplies for all the people, steel companies are spending two billion dollars in a continuing expansion program. Meanwhile, all records of production of finished steel are being broken.

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Conti Castile
THE QUALITY SHAMPOO




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THE PALACE AT POONA, which Aga Khan calls a "bungalow," was built at end of last century at a cost of \$150,000. Ghandi was once imprisoned here.

THE AGA CONTINUED

own a plane. The party broke up and the Aga Khan left. Standing at the door watching his guest's portly figure vanish in the night, pockets stuffed with pound notes, Farouk said wryly, "At least he doesn't own his own airplane."

The Aga Khan's kingly gesture was not altogether out of keeping with the facts, for ancestors of his were ruling in Egypt while Farouk's ancestors were still herding sheep in Albania. The Aga Khan is descended from the Fatimid caliphs of Egypt, among others. Today, although he is a prince and a highness and has more authority over more people than most kings do, he has no territory to call his own. As he says, he has "the paraphernalia of royalty without any dominion." His status as a mixture of god, prince, priest and *bon vivant* has no close parallel anywhere in the modern world and to be understood requires looking back 49 generations to the Prophet Mohammed.

The Prophet, who was born in Arabia about 570 A.D. and lived there until he died in 632, was a simple and semiliterate man. In its essentials the religion he founded was simple also, consisting of a few rules for right living and one great fundamental statement: "There is no god but God." To this eloquent monotheism he added a corollary: "and Mohammed is his Prophet." As often happens the corollary in time took on more importance than the main text.

Mohammed had an untidy mind, so that the Koran, the Mohammedan Bible which he dictated for his followers, is full of obscurities and seeming contradictions. One of the things the Prophet failed to make clear was who should succeed him as leader, or caliph, and this has caused endless trouble.

Mohammed left no male heirs, but he had a daughter named Fatima who was married to his adopted son Ali. Being a woman in a man's world, Fatima could not hope to take her father's place. But Ali could, and both he and Fatima thought he should, and they managed to enlist considerable sympathy among the faithful for this point of view. They were opposed by supporters of Abu Bekr, an able man who had been the Prophet's chief lieutenant and who furthermore was the father of his youngest and favorite wife, Ayesha. The Abu Bekr partisans maintained that the caliphate should be elective, exactly as Mohammed had intended. They prevailed, and Abu Bekr became the first in succession. When he died, two more of the Prophet's close disciples were elected caliph in their turn.

Meantime Fatima and Ali had never given up their contention that the caliphate should go to Ali and then be hereditary through the Fatima-Ali line, also exactly as the Prophet had intended; and when Ali was at last elected to the job, he made it plain that the election nonsense was to end: he would be succeeded by his eldest son. Five years after Ali became caliph he was assassinated and the caliphate was taken over by one Moawiya, a leader of the faction that argued it was an elective office. Those who had sided with Fatima and Ali refused to recognize Moawiya as caliph. Thus began the first of the innumerable schisms in Mohammedanism. The Moawiya side, called Sunnis, went on to become by far the most important branch, with about 150 million members today. They have various special articles of faith, but their chief dogma is that the caliphate should be an elective office. The Fatima-Ali side today has only about 12 million members. They are called Shi'ites, and their chief article of faith is that the caliphate is hereditary and should pass in direct succession from father to oldest living son in the Fatima-Ali line.

CONTINUED ON PAGE 123

Berkshire's Nylace Kantruns
featuring **Color Harmonics**
in Summer Stocking Fashions



*Costume by Adele Simpson
for Filene's, Boston*

Like a lovely mirage, Berkshire's Nylace Kantruns are the sheerest, most fragile looking things you've ever seen on your legs. And yet so satisfyingly strong . . . knitted with the special lockstitch

run-resistant loop that makes them last so long. Featured in *Faint Echo*, the Berkshire Color Harmonic that's cued to both the vivid shades and new pale hues of summer. \$1.65 and \$1.95.



sheer & sheer **Berkshire** Stockings

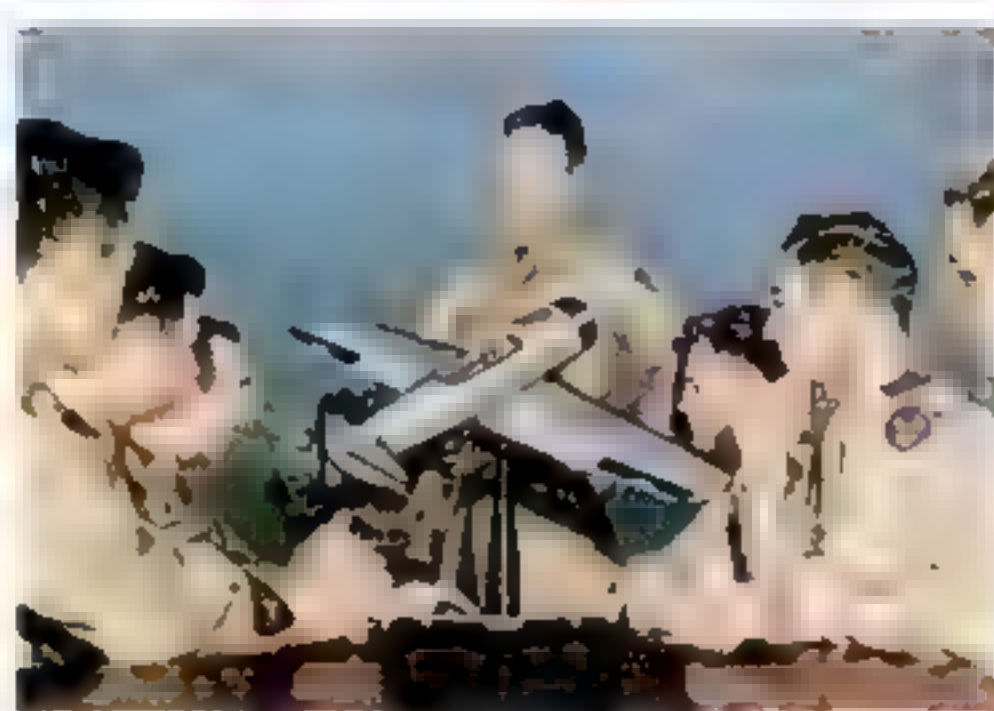
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THE MIGHTY "MITCHELL"—You may be selected for advanced training in the B-25 "Mitchell" medium bomber. You'll spend 135 hours in the air learning to fly this famous bomber. Multi-engine pilot training is an invaluable step toward a successful future in aviation.



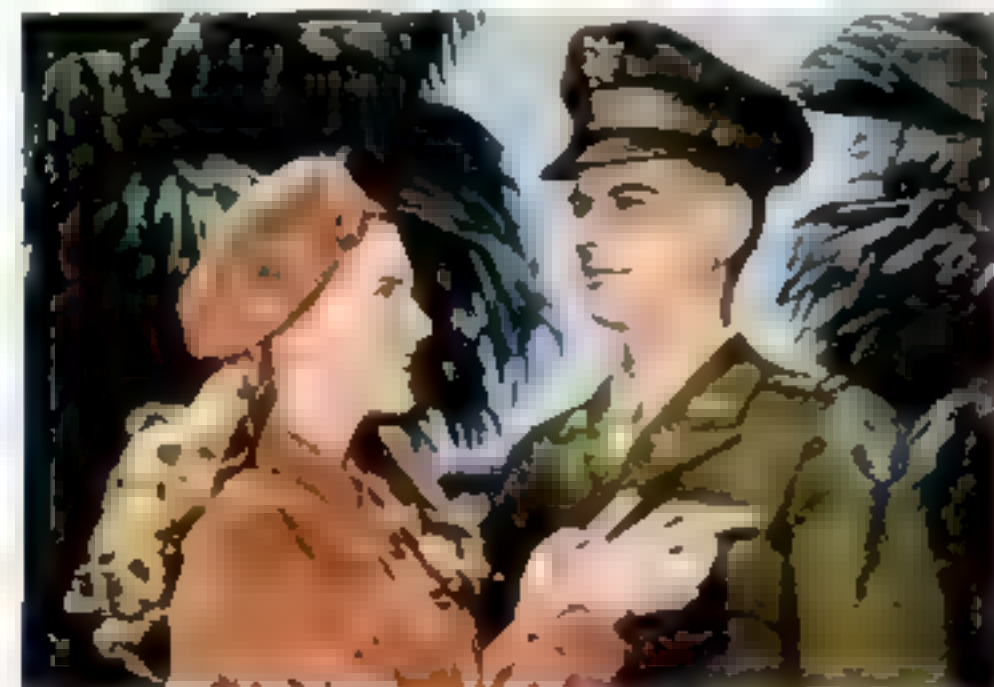
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THE AGA CONTINUED

The Aga Khan is a Shi'ite. Although there are some dim spaces during the Middle Ages, he traces his ancestry back with reasonable certainty (with absolute certainty, according to his followers) 1,300 years to the Prophet Mohammed—and on that account, his followers believe, he is divine; for after the schism the Shi'ites added another corollary to Mohammed's original dictum: "Ali is the vice-regent of Allah," with the further note that on judgment day he would descend from heaven to judge the world. Such a being could hardly be thought of as mortal, and gradually the distinction between God and man became blurred, and Ali emerged as the founder not only of a hereditary office but of a hereditary godhead. Today, despite Mohammed's simple monism, there is no doubt that a majority of the Aga Khan's followers think of him as godlike. The more sophisticated, while perhaps not quite swallowing this, would insist that at any rate he is an "incarnation of the spirit of Allah."

By no means all of the Shi'ites acknowledge the Aga Khan however. Mohammedanism has been almost as productive of sects, cults and splinter groups as Christianity, many of them founded on doctrinal points nearly as obscure as those which separate various Baptist sects. In the whole Mohammedan world there are hundreds of them, and within the Shi'ite persuasion there are dozens. Mainly, however, the Shi'ites divide into two groups, commonly called the Twelvers and the Seveners. The Twelvers believe that there have been only 12 Imams (the Shi'ite name for caliph), the 12th being Mohammed ul-Mahdi, and that anyone claiming that title after him is an impostor. The Seveners began in the Eighth Century when the sixth Imam deposed his eldest son, Ismail, in favor of his second son, and Ismail's supporters thereupon set up in business for themselves. Their descendants maintain that Ismail's son was the last "revealed" Imam and that all from number seven on have been "unrevealed." The Aga Khan, who is the modern leader of most of the Seveners or Ismailis, is thus the 41st "unrevealed" Imam. As for the difference between a "revealed" and an "unrevealed" Imam, there is general confusion which the Aga Khan shares. "To tell you the truth I don't understand that myself," he says. "It is too philosophical. Perhaps a Catholic priest could explain it."

The Ismailis are a minority even in the Shi'ite branch, and they have had a haphazard history full of ups and downs. At one time and another their Imams had adherents in Egypt, Morocco, Tunis, Algeria, portions of Asia Minor and the shores of the Red Sea. In the 13th Century, however, they fell upon evil days. Thereafter Persia was their principal base. The Aga Khan himself, although usually thought of as an Indian, is entirely Persian in recent ancestry.

The first Aga Khan

IT is true that he was born in India, a fact attributable to the ambitious nature of his grandfather, Hasan Ali Shah. As a young man in the royal court of Persia, Grandfather Hasan found great favor in the eyes of Fateh Ali Shah, the shah, who began to call him "Aga Khan" as a sort of nickname. "Aga" is a Tartar word used as a term of respect, rather like "sahib" or "honorable sir." "Khan" is a Mongol word meaning "king" or "chief." The name suited so well that it stuck, and the shah finally made it official and hereditary. The shah gave him the hand of one of his daughters, who thus became the present Aga Khan's grandmother. Since his other grandmother was also a daughter of Fateh Ali Shah, the Aga Khan figures that one fourth of his inheritance comes from the old gentleman, a thought that pleases him greatly. "He had hundreds of ladies of the harem, you know," he says. "They gave him 3,000 children, so he had a mounted corps of bodyguards of 800, all his own sons."

Under such a protector Aga Khan I thrived, but he got along less well with the shah's successor and finally led a revolution against him, hoping to take the throne for himself. He was defeated and forced to flee to northern India. There the British persuaded him to enlist the Ismaili border tribes on their side in the current war in Afghanistan. As a reward he was given a pension and the honorific title of His Highness, and was allowed to settle in Bombay. This was a natural haven, for the Ismailis had a large colony there. Its members were called Khojas, meaning "gentlemen," because of their generally prosperous and upper-class station. Many were—and are—traders, money dealers, lawyers and large retail merchants. The Khojas are the backbone of the Ismaili sect today. It was largely on their tithes that Aga Khan I founded the fortune which got the present Aga Khan off to a good start in life, and which in turn has enabled Aly to woo Miss Hayworth without a thought for the florist's bill.

CONTINUED ON NEXT PAGE

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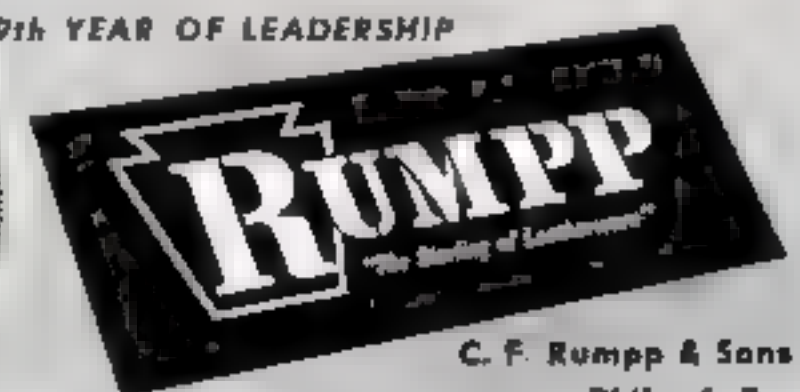
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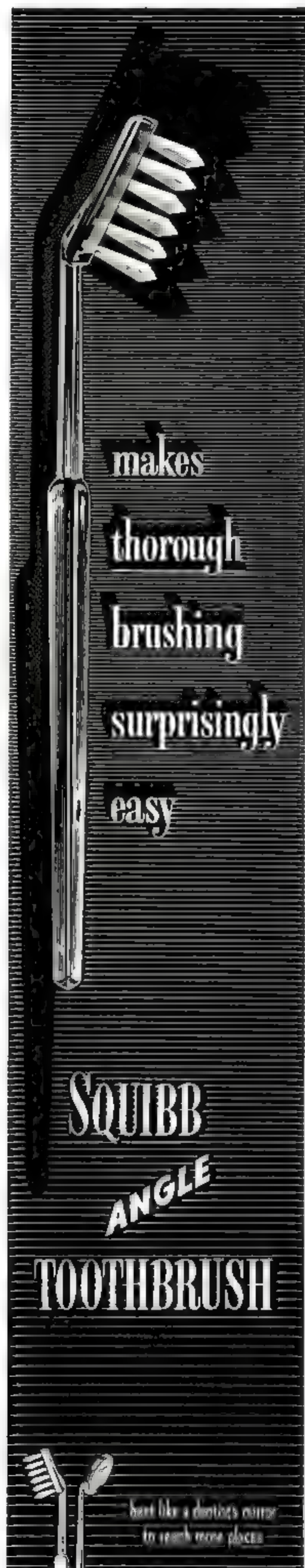


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AS AGA'S HEIR, Aly Khan can perform Ismaili religious ceremonies. Above, he takes part in the 1946 celebration in Bombay of the Aga's diamond jubilee.

THE AGA CONTINUED

Aga Khan I lived to the ripe age of 81, comforting himself for the loss of the Persian crown by building palaces and taking a lively interest in race horses. His son, Aga Aly Shah, Aga Khan II, was an elderly man himself by the time he succeeded to the imamate. He was a scholar and a particular expert on Persian and Urdu poetry but is best remembered for the fact that he liked to stalk tigers on foot and killed 40 of them. He died in 1885 after only four years as Imam, and Sultan Mohammed Shah (Sultan is his given name, not a title) became Imam and the present Aga Khan at the age of 8. The title by then had taken on such connotations that it was almost synonymous with the imamate, and people had prefixed a "the" to it, as in *the King of England*; and so it is today. When Aly becomes Imam he will also become *the Aga Khan*.

A few weeks ago at "Yakymour," his villa overlooking Cannes on the French Riviera, the Aga Khan was telling a friend about some of his greatest memories. Yakymour sits high on a hilltop, surrounded by beautiful gardens that cascade down the slopes in terraced banks of flowers. The living room, with its front wall of glass, commands a view of the red-roofed town, the blue bay that sweeps in from the Mediterranean, and mountains that rise from the water's edge and carry the eye into infinity. In the large room are a few mementos of the East: a pair of small elephant tusks, a tiny Buddha, a silver cigaret box engraved with a view of the Aga Khan's palace at Poona. But otherwise the room and its French furnishings, rather modern in taste, the pink-icing house with its air of rich informality and its efficient staff, and the view itself are all unmistakably European. The Aga Khan is at ease here for he is a Westernized man. As he sat in a damask-covered chair, dressed comfortably in white slacks, an open shirt and a fleecy cardigan sweater, his hands folded over his impressive stomach and his old eyes bright even behind tinted glasses, he talked about his life with the detached pleasure of a connoisseur describing a vintage champagne.

"I have little memory of becoming Imam. I was too young for it to make a real impression. The first deep impression of my life undoubtedly was when I had dinner with Queen Victoria. I was in my 20th year and that was my first visit to London. The queen was fond of Indian potentates and she kindly invited me out to Windsor to dine and spend the night. She placed me next to her at the table. Among the other guests were the lord high chancellor, the queen's daughter, Princess Beatrice, and her daughter-in-law, the Duchess of Albany. The queen was most gracious. She arranged that the food was served by Indians, and she spoke with me about the problems of India—the plague and all that. She was especially interested in the plague. I was young and I was particularly impressed by her human element. She was then 79, you know, and the dinner was very long, with three sweet courses at the end, but she ate everything. Her appetite was such as nowadays you do not find in society, but in those days it was usual in aristocratic circles. Yet she was very small. She was dressed in black with a white collar. She wore a huge bracelet having a medallion of her husband, Prince Albert, on it, and one large diamond ring and several smaller diamonds. She did not wear glasses, but she saw clearly and she had beautiful hearing—she could hear a whisper. She was a remarkable woman—yes, undoubtedly, I must be one of the few left alive who have dined with her."

CONTINUED ON PAGE 124



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ALY AND RITA'S MAIN HOME will be Chateau de l'Horizon, between Cannes and Antibes. Swimming pool (above) overlooks the Mediterranean.

THE AGA CONTINUED

The Aga Khan visited the U.S. only once, in 1906. "I knew many of the '400' set from Europe," he recalls. "One of them was well connected in politics, and through him I was able to go to the trial of Harry Thaw who killed the architect Stanford White over the love of Evelyn Nesbit. I had met Thaw and Evelyn Nesbit in Paris, at a party given for her by one of the Rothschilds. She was lovely and like all the others there I paid court to her. A friend of mine came to me and said, 'Thaw is not quite sane. If you go on he may thrash you or use his cane on you or cause a scene.' I didn't want that to happen in that environment of society, so I stopped paying court. I had noticed a peculiar look in his eyes—a wild look. I was not surprised at what he did later."

In the course of his travels the Aga Khan has met most of the leading statesmen and crowned heads of the last 50 years. His most extraordinary encounter with a monarch was when he called on Abdul Hamid, better known as "Abdul the Damned," the Sultan of Turkey. Since Abdul was also the caliph of the Sunnites, and the Aga Khan by then had become the most influential spokesman for the Shi'ites, the event was likened at the time to a visit by the Archbishop of Canterbury to the Pope. Things went off in very friendly spirit, however. Abdul the Damned gave him an apartment in the palace and chatted amiably during the hour and a half interview. "I asked him to be easier on the people in Arabia, where I had followers," the Aga Khan recalls, "but he said it was the month of the Fast of Ramadan and he couldn't smoke and so he could not discuss any serious affairs."

Despite the time he gave to travel in his early and middle years the Aga Khan was not neglecting his official duties as Imam. True, these were not burdensome, for as he says, "I am like a constitutional monarch—others do most of the hard work." But he continued to regard India, particularly Bombay, as his home, and he was there for a month each year to lead prayers, conduct weddings, receive pilgrims and dispense advice. He spent winters in Bombay and summers in Poona. He was attended by more than a thousand servants and lived the typical life of an Indian nabob.

He was exceptional, however, in the amount of education he had absorbed. Lady Aly Shah, his mother, was a resourceful and determined woman who had supervised his training with iron devotion and given his tutors a free hand with the cane. Once when a servant protested that so much caning might ruin his health, Lady Aly Shah replied that the boy would be better off dead than an ignoramus. Consequently the young Aga Khan learned; and very early his reputation for wisdom spread through the Shi'ite and finally the whole Mohammedan community. At 16, when a plague was sweeping India, he arranged to be inoculated several times in public to reassure his followers that this mystery of the West could be trusted. He became active in Indian politics, organizing the All-India Moslem League. Still later he represented India at the League of Nations. In 1937, crowning his career in international affairs, he was elected president of the League Assembly.

When World War II began he stayed on in Switzerland and he was there until it ended. Since then he has taken no part in world politics. His political influence in India and Pakistan these days is negligible: the Moslems think of him as a retired elder statesman who has more and more chosen the life of an expatriate, and the



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CONTINUED ON PAGE 139

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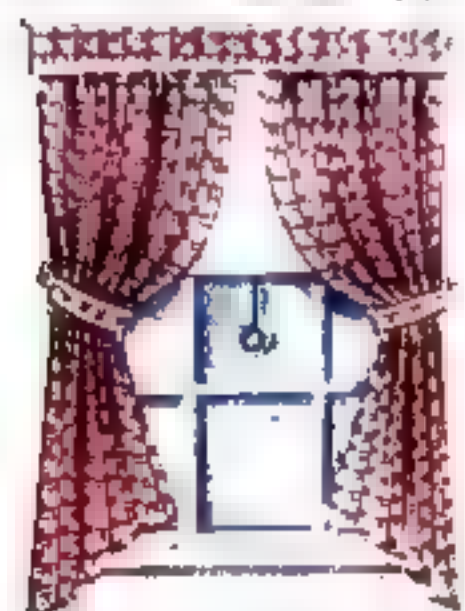
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THE AGA CONTINUED

Indian Nationalists, because of his position as a moderate on the issue of Indian independence and his often expressed sympathy for the British point of view, regard him as a British tool.

The Aga has resumed his travels as of old, and makes his seasonal way across the face of Europe, Africa and India with no loss of zest. He has restocked his stables and stud farms, which disintegrated during the war, and had the satisfaction of seeing his name at the top of the winner's list again in England last year. His family life, too, always interesting and complicated, has taken more of his attention recently.

One of the legends about himself that the Aga Khan dislikes is that he had four wives and keeps a harem. As a Mohammedan, of course, he has a right to four wives if he wants them, but as a Westernized man he rejects the idea on grounds of both taste and good judgment. He has had four wives but never more than one at a time.

He was first married when he was 20, to a girl named Shahzadi, his first cousin. It was a marriage of state, however, purely formal in nature, and it lasted only a few years. In 1908 he saw a beautiful Italian dancer in the ballet at Cannes and fell in love with her at once. Her name was Theresa Magliano, and she became the mother of Aly Khan, who thus is half-Italian and half-Persian. Theresa died suddenly in 1926, following an operation, when Aly was only 15. The Aga Khan remained a widower for three years and then married Mlle. Andrée Josephine Marie Leonie Carron, a beautiful blonde. The new begum, as the wife of the Aga Khan is titled, was a woman of extraordinary charm and intelligence as well as beauty, and things went well for several years. A son, Sadruddin, was born in 1933. Then rumors of an estrangement began and the rumors were fulfilled when the Aga Khan got a divorce and, in 1944, married Mlle. Yvette Labrousse, who had been "Miss France of 1932." She is the present begum and mistress of Yakymour. She designed the villa herself, with the technical assistance of several architects, and supervised its construction. The house has radiant heating, so its marble floors are always warm in winter, and the Aga Khan, who grew up on the cold marble floors of India, likes to pad about barefoot after his bath. It gives him a feeling of luxury. Yakymour is a made-up word formed of Y for Yvette, A for Aga, K for Khan, Y because it sounds well, and mour from *amour*. The Aga Khan's pet name for the begum is "Yaky."

Although the Aga Khan has always been a fond and indulgent father, his affairs have been so demanding that he had no time to be an attentive one. Aly, who was born on June 13, 1911 in Turin, Italy, spent his early years in Italy, France and Switzerland. As soon as he was old enough he took up fast motor cars and later he learned to fly. He also became an excellent horseman and gentleman racer: he has ridden more than 100 winners in his life. But school studies bored him and he did poorly in most of them. "Unfortunately," the Aga Khan has said, "Aly had a completely Western education. His Arabic is not good enough to get him a—well, to make him acceptable in the society of those countries."

During the war Aly served in the regular French Army, the French Foreign Legion, with the British in North Africa and India, and with the American Sixth Army Group during the landings in southern France. He had a variety of jobs, from infantry combat to military government, and rose from second lieutenant to lieutenant colonel, winning the Croix de Guerre with palms and the U.S. Bronze Star.

The first Mrs. Aly

IN 1935, when he was 24, Aly was named as correspondent in a divorce suit by Thomas Loel E. B. Guinness, a promising young English politician and heir to a brewing fortune. Mrs. Guinness and Aly were married in Paris a week after the divorce. They had two sons, Karim Aga, now 12, and Amyon Mohammed, 11. All did not go smoothly, however, and the marriage finally dissolved by mutual consent into a mere legal arrangement.

It was precisely its legality, however, that caused such a world-wide commotion later on. The details of what a London editorialist ungenerously called his "squalid love affair" with Miss Hayworth must be known to all who can read: their meeting on the Riviera a year ago, Aly's visit to Hollywood, the trips to Mexico and Cuba, the bizarre flight to Ireland and the Continent and at last back to the Riviera, with reporters and photographers yammering in hot pursuit. A few weeks ago at the Chateau de l'Horizon, his house in Cannes, protected on one side by the Mediterranean and on the other by high walls, Aly was looking back on this wild episode. "I have nothing against the press," he said. "But they kept asking, 'Do you plan to marry Miss Hayworth?' I thought it wasn't very nice to talk about marrying when I was still married to another person,

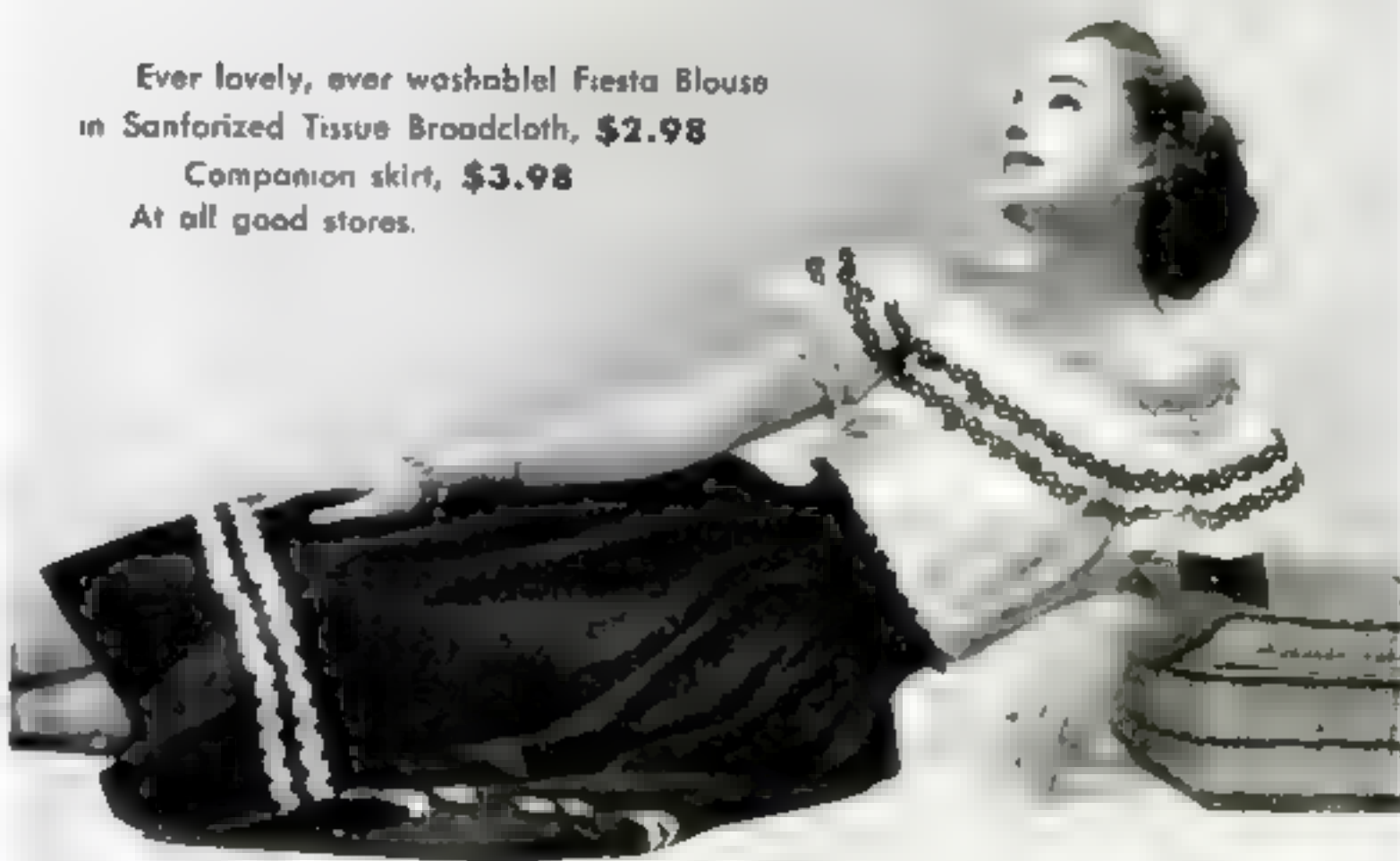
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THE AGA CONTINUED

you know, though I hadn't been living with her for several years. Actually Miss Hayworth and I had had marriage in our minds for some time."

In any case there was a big scandal and the Aga Khan was angry. "I very much disliked the idea at first," he has said. "But then I met Miss Hayworth. She is charming! So modest and sweet. Yes, a lovely girl, quite exceptional."

At l'Horizon, Rita and Aly have led a quietly idyllic existence, marred only by the delay in his divorce and by an accident to his foot. He and Rita had been to the ballet at Monte Carlo and were demonstrating a few entrechats to the children, Rita's daughter, little Rebecca Welles, and Aly's two boys, who had come down from school in Switzerland for the Easter holiday, when Aly landed awkwardly and snapped a bone. While the law spun out and the foot healed, the happy couple have amused themselves with motoring, occasional visits to the ballet and the casino, and a modest social life at l'Horizon. Although Aly has few close friends he is gregarious and likes quantities of people around at lunch and dinner. Rita consequently has been a busy and somewhat harried hostess. "I never know how many he's invited until they show up," she says. "I always hope the food holds out, and it always does." Both she and Aly like to dress informally and during the day lounge about in blue jeans and loose shirts. She often wears her hair in pigtails, tied with little bows of colored ribbon. She has been reducing lately and is quite thin. Aly's weight is 158, the equivalent of \$80,640 in gold or \$1,254,204 in industrial diamonds.

According to Ismaili law, it is necessary for a groom to pay his bride a dowry; and upon such payment the marriage becomes a valid contract good for a day, a month, a year or any other time specified. Rita and Aly, of course, intend that theirs shall be forever. As for the dowry, it is purely nominal, for as Rita says, "I don't want anything. I'm in love!" She and Aly may spend their honeymoon among the familiar comforts of l'Horizon, and in any case will make that their main residence in the future, with frequent trips to their other homes. Aly has lost count of the number of houses he owns, but off-hand recalls that he has them in Ireland, France, Pakistan, India, Iraq, Syria, Iran and Africa. Rita will occasionally slip off to Hollywood to make a movie, for she has no intention of giving up her career. This has Aly's entire approval, and also that of his father. The Aga Khan has seen only one of her movies, *Gilda*, but he liked her very much in it and says, "It would be a shame if after the marriage Rita did not continue with the films. It would be good for Aly. It will keep him on his toes." It may have more practical advantages too, for Rita's working salary is \$4,500 a week, and although Aly has large assets a great part of his fortune is tied up in the Khan stables, and he has been rather hard-up for ready cash. He has no direct income at all from the Ismailis and will not have until he becomes Imam.

Aly's future

THERE is small reason to doubt that the job and the income will be his, for the Ismaili law of succession says that the imamate shall pass from father to oldest son. Yet it is conceivable that Aly may somehow miss being Imam. "What a shame," an Ismaili elder said not long ago, "that Sadruddin cannot succeed his father, instead of Aly"; and something of the same thought can be heard elsewhere. The sentiment in Sadruddin's favor is not based on any Ismaili disapproval of Aly's behavior but rather on the temperamental and intellectual differences between the two half-brothers. Aly is incorrigibly gay, unpunctual, quixotic and irresponsible, with no sense of time or his own destiny. Sadruddin, on the other hand, although by no means a drudge, has a much more serious turn of mind and at 16 is astonishingly mature both physically and mentally. The Aga Khan naturally cannot discuss a matter of such delicacy as the succession, but not long ago he said, "We cannot foresee what might happen. Of course Aly is a crazy fool with cars and planes and he's been trying to kill himself for years." In the event that anything happened to Aly, the imamate would pass to Sadruddin, rather than to Aly's oldest son, since the rule is that it shall go to the oldest living son of the reigning Imam.

The Aga Khan has no intention of letting the matter become an issue soon, in any case. Although he has had several spells of illness in the last few years his recuperative powers are amazing and he looks forward to many more years in the job himself. He weighs 235, only 8½ pounds below his best diamond-weighting record. His mother, Lady Aly Shah, lived until she was 90, and his grandfather, Aga Khan I, reached 81. Aga Khan III sees no reason why he should not duplicate their records. He fully expects to have a 70th anniversary as Imam, which will present a difficult problem

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CONTINUED ON PAGE 141

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THE AGA CONTINUED

for his followers when he comes up for weighing. There is talk of platinum, or possibly plutonium. Meantime he takes a lively interest in life. While at Yakymour he has played a good deal of golf, supervised the gardens, seen about his ample correspondence, and paid a number of visits to the Grand Ballet de Monte Carlo. A balletomane, he is enthusiastic over the performances of two American ballerinas, Rosella Hightower and Marjorie Tallchief, both of whom he believes to be red Indians and the more exotic on that account. He has sent them each several huge bouquets of flowers.

During the Yakymour stay he has also called several times at Villa Jane Andrée, in nearby Antibes. The previous begum, who now lives most of the time in Switzerland where Sadruddin is in school, has been spending some weeks there this spring. “We are on very good terms, you know,” the Aga Khan says. “It was like an American divorce.” She still has great respect and affection for him, although she feels slightly aggrieved that he hired away her chef last year. His Highness, who is one of the world's greatest gourmets, had been coming more and more often for lunch, lured by the art of Raymond Freslon, and finally pirated him away for his own. Freslon is a young man and the Aga Khan does not regard him a truly great chef yet, but he is training him and he feels that in the crucial matters of soufflés and ice cream *bombes* he is already unbeatable.

The Aga Khan has always lived by a meticulous schedule. “Otherwise I could not have attended to my affairs,” he says. He makes his plans not only for days but for months in advance, and already he knows where he will be and what he will be doing during most of the coming year. This week he plans to go to Switzerland for a few days, then on to Paris and to England and Scotland, where he will stay until July 1. After that he will go to Evian to take the waters for three weeks, to Switzerland for three weeks of the mountain air, and to the coast of northern France for three weeks of sea air. He will return to Yakymour for a month, then spend two months in Egypt, two months in India and Pakistan, and a month or two again in Egypt and North Africa.

The Aga Khan looks back now with the satisfaction of a life devoted to a high calling, by Ismaili standards. He remembers the brilliant evenings at Mrs. Ronald Greville's in London in the early years of the century. He remembers the wonderful balls at the Duchess of Devonshire's in London during Edward VII's time, and the one that Mrs. Ogden Mills gave for him in New York in 1906. He remembers the great conversationalists he has known, such as Lady Cunard; the oceans of champagne he has drunk (he drinks only champagne); the brave meals he has eaten on four continents, and with special favor he remembers the hundreds of beautiful women he has known. Of them all, he believes the most beautiful “without exception” was Mary, Viscountess Curzon.

As a consequence of all this knowledge, the Aga Khan has achieved remarkable serenity. Yet one thing has eluded him. He has never broken par at St. Andrews. Although he is known as the world's leading turfman, it is golf, not racing, that is his real enthusiasm among sports. “Any day in the week I'd rather have won an amateur championship than the derby,” he says. “I wish that I might have been Bobby Jones.”



NEW FAMILY PORTRAIT of Aga Khan household shows Rita Hayworth beside her father-in-law-to-be. At back, from left, are the current begum, the Aga's fourth wife; Amyon, younger son of Aly; Sadruddin, younger son of the Aga and Aly's half-brother; Aly, the Aga's heir, and Karim, Aly's older son.



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HAPPY BIBLIOPHILE

Cuban collector buys manuscript
of Lincoln's Gettysburg Address

The bibliophile in full bloom above is Señor Oscar B. Cintas of Cuba. He has just bought a copy of the Gettysburg Address—one of five (p. 148) in Lincoln's handwriting—and the only one in the world which a collector could have obtained.

To get possession of this rarity Señor Cintas underwent quite an ordeal. First, hearing that the manuscript would be sold at auction at the Parke-Bernet Galleries in New York on April 27, he made a special trip from Havana, trying to look to other

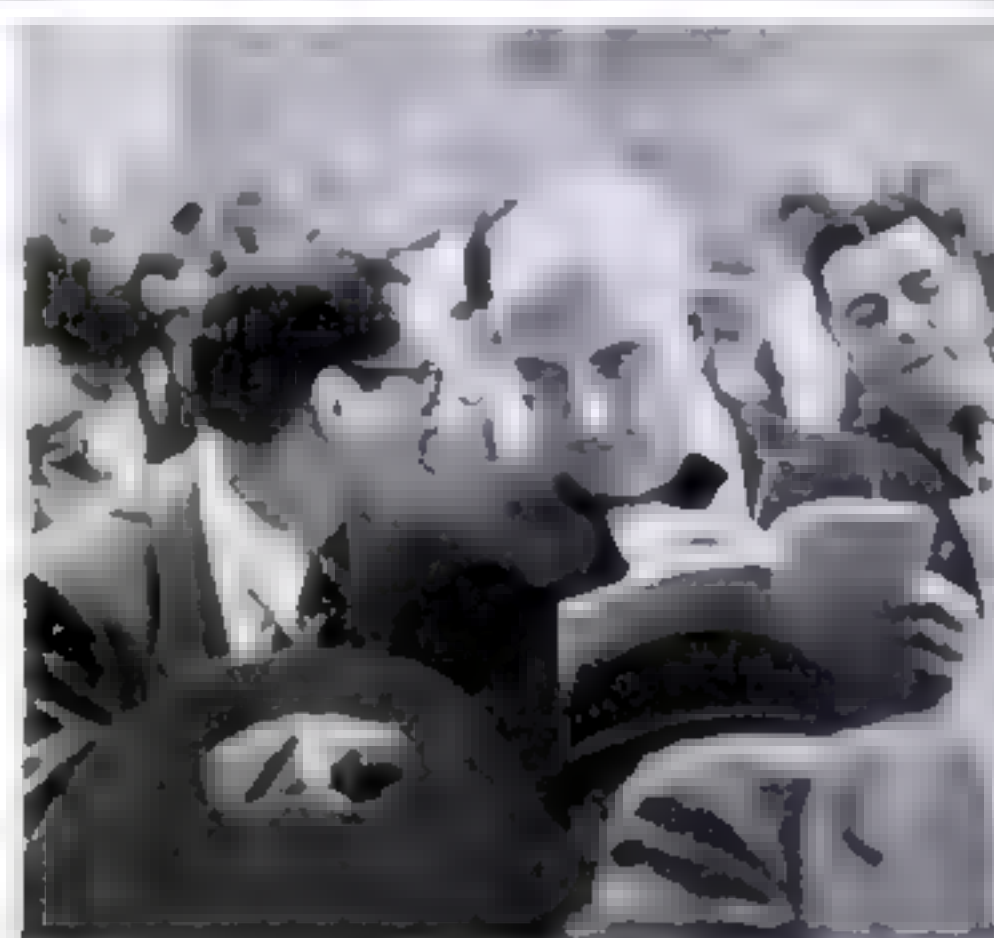
bibliophiles as though he had come up to see a dentist. Then he examined the manuscript and shrugged, to show he was not much interested. Then, on the night of the auction he sat among the bidders with his eyes closed, looking like a man who has dozed off in the subway. For eight excruciating minutes of bidding (*next page*) Cintas kept pretending to slumber. But at the last crack of the gavel it turned out that he had won. An agent had bought the manuscript for him for \$54,000.



IN THE AUCTION ROOM of the Parke-Bernet Galleries in New York spectators and bidders fix their eyes on the stage where a guard stands beside the manuscript, which consists of three separate sheets in a morocco case. At the right, on small platform, Parke-Bernet auctioneer Anthony Bade makes his preliminary announcement.



THE ROSENBACH INTERESTS, largest in the rare-book field, are represented by their Manager John Fleming (seated, center), who here receives last-minute advice, probably about a ceiling price, from Philip Rosenbach. Rosenbach's brother, Dr. A. S. W. Rosenbach, in 1946 paid \$30,000 for the manuscript of *Alice in Wonderland*.



SUCCESSFUL BIDDER CINTAS holds furtive conference with Harry E. Russell (left), a Parke-Bernet man who acted as his agent, before bidding starts. Soon afterward Cintas closed his eyes and pretended to sleep. It is believed that he had agreed with Russell that, should he open his eyes, it would be time for Russell to stop bidding.



AUCTIONEER ANTHONY BADE commences sale with "We are going to show you the manuscript of what is known to and recited by every schoolboy in America, referred to by Lincoln as 'a few appropriate remarks'—his Gettysburg Address. As you know, this is the fifth and final draft, last copy ever to be offered by public sale. . . ."



AS AUCTIONEER BADE TALKS, David Kirschenbaum waits impatiently to make the first bid. As soon as Bade finished his introduction and said, "May I have an opening bid of \$25,000?", Kirschenbaum raised his hand. However he was in a dead heat with another collector and heard Bade say, "I have \$25,000 from two bidders. . . ."



AN OPENING BID comes from Dealer J. Leonard Sessler of Philadelphia, who raises his program high to indicate that he too is willing to start out at \$25,000. In an instant Auctioneer Bade managed to draw a \$5,000 jump from still a third bidder and was warming up to his work with, "\$30,000 I have, make it five, five, do we say it, . . .?"



THE PENALTY OF UNOBTRUSIVENESS is paid by Fleming, whose bids have not been spotted by the auctioneer. Here he begins to look around, wondering why he is unnoticed. He is also beginning to get an inkling that there is someone in the room who is determined to get the manuscript because bids have been coming at a fast pace.



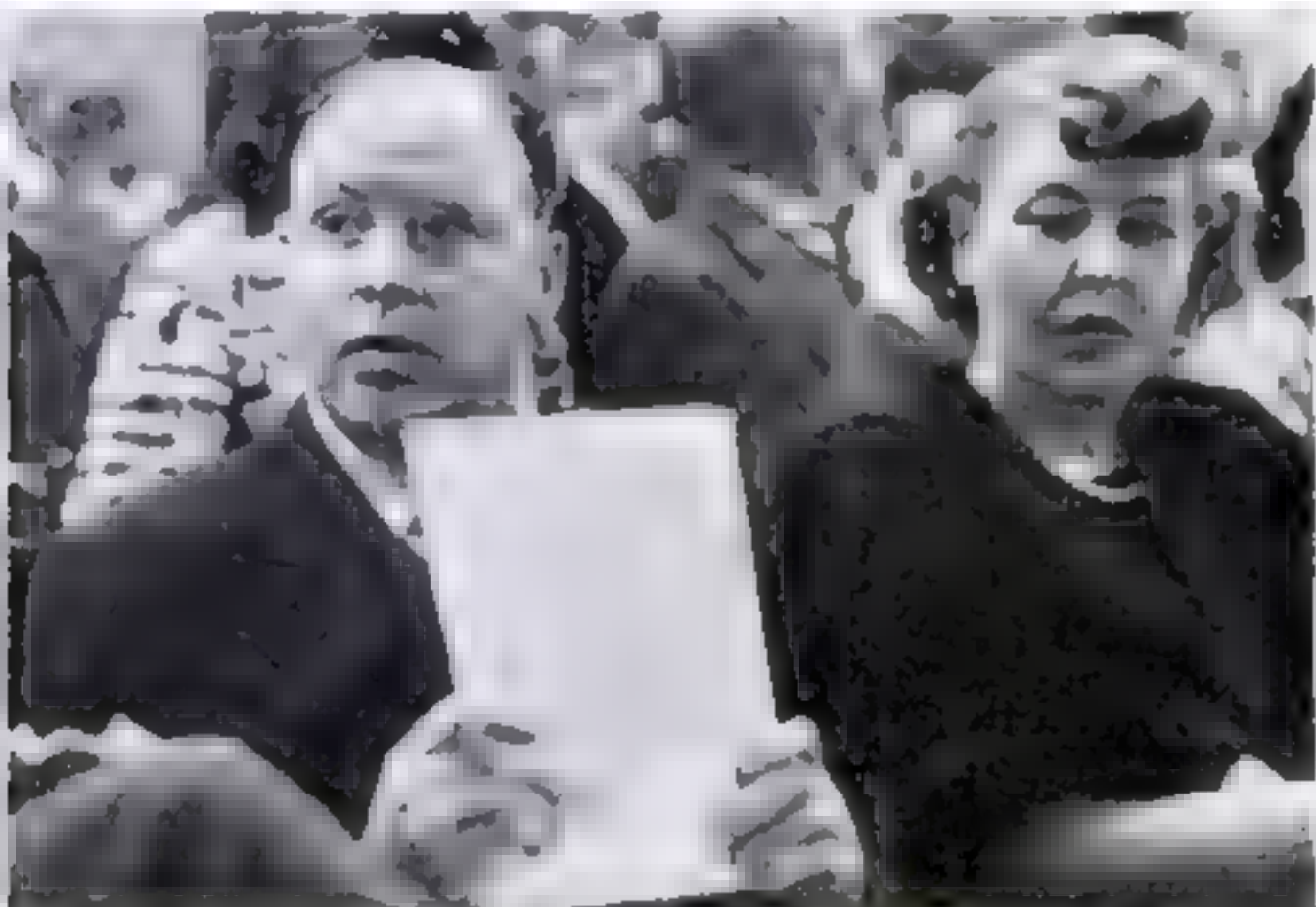
TURNING IN CURIOSITY, Fleming sees Cintas (at left), sitting with his eyes closed and with a smile on his face, and realizes where the power drive is coming from. Cintas, former Cuban ambassador to the U.S., has sugar, banking and railroad interests, once paid \$127,000 for a painting by Franz Hals for his private gallery in Havana.



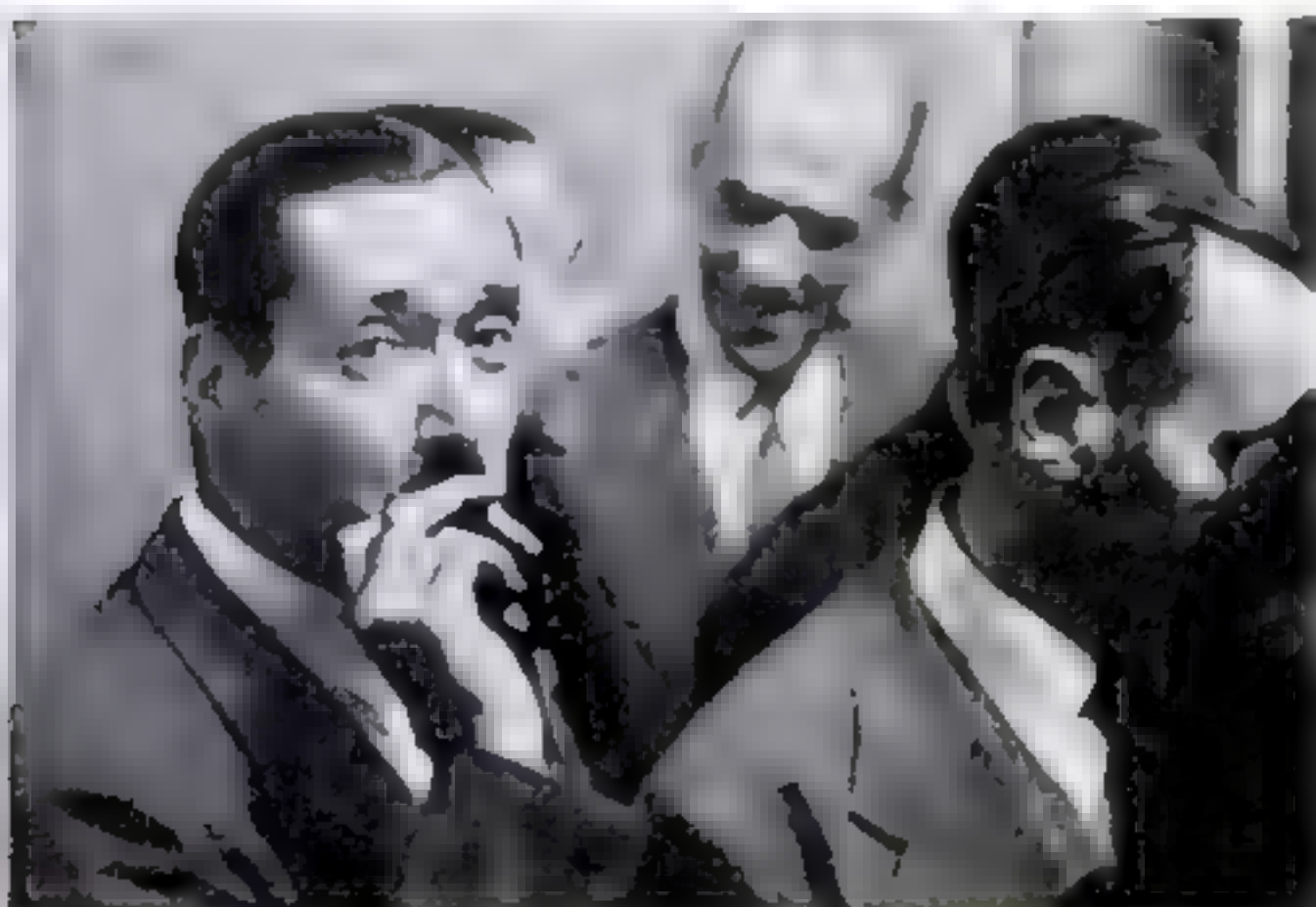
THE RUNNER-UP is David Kirschenbaum, who also made one of the opening bids. He kept up with Cintas agent, quoting odd-numbered thousands while the agent quoted even ones, until he reached \$53,000. Then he quit and sat back with a wan smile while Auctioneer Bade said, "Last call! Entirely sure? \$54,000 and it is . . . SOLD!"



THE MANUSCRIPT OWNER, Mrs. William J. A. Bliss (center), anxiously watches the proceedings from the balcony. As trustee of the will of the late Dr. Bliss, in whose family the manuscript has been since Lincoln wrote it in 1864, she decided to order the auction. From the \$54,000 obtained in the sale—somewhat less than the average of \$75,000 which experts had predicted—the trustees turned over approximately \$10,000 to the Parke-Bernet Galleries.



AS THE BIDDING PROGRESSES, John Fleming, acting for Dr. Rosenbach, unobtrusively lifts his program a few inches to indicate that he wants to raise offer to \$31,000. Like many other collectors who have various little ways of indicating that they want to spend another \$1,000, he dislikes being obvious. From this point until the offers went above \$51,000, he kept making raises so quietly that many people around him did not know he was bidding.



CINTAS' AGENT HARRY RUSSELL, having secured the manuscript, triumphantly smokes a cigaret outside the auction room. Russell remained behind to talk to reporters and auction spectators while Cintas eagerly snatched up the manuscript, tucked it under his arm and made off for the Ritz-Carlton, where he put it in his personal safe-deposit box. Then, free to relax for the first time since his harrowing evening began, Cintas delicately drank a Pink Lady.

CONTINUED ON NEXT PAGE

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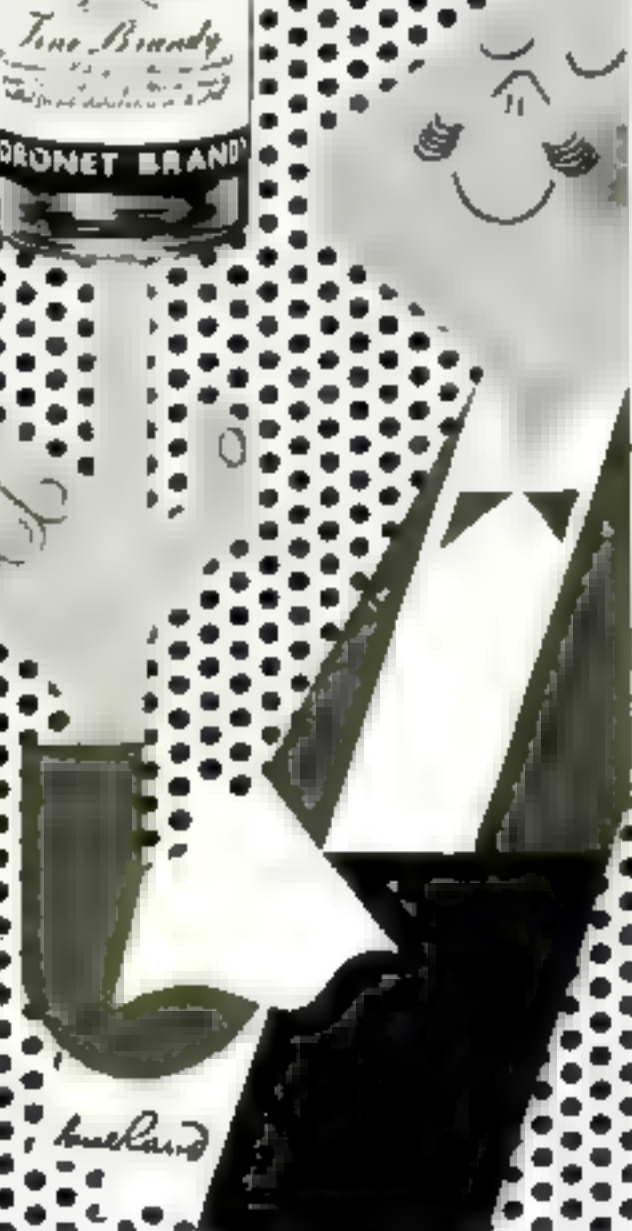
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ON THE DAY OF THE SPEECH—Nov. 19, 1863—David Bachrach photographed thousands at Gettysburg. Few recognized greatness of the address.

THE FIVE GETTYSBURG ADDRESSES

Lincoln wrote his Gettysburg Address five times—twice before and three times after he delivered it. The first two versions were done when in the White House, en route to Gettysburg or in the town itself, where Lincoln spent the night before making the speech. Both of these versions were given by Lincoln to his assistant secretary, John Hay, whose children presented them to the Library of Congress in 1916.

The third version was written soon after the speech, at the request of Edward Everett in 1864, and was sold in New York at a fair held for the benefit of survivors of Union troops. It was the first version to contain the phrase "under God," which Lincoln inserted as he spoke. This copy is now owned by the Illinois State Historical Library.

The fourth and fifth versions were written in 1864 for sale at a fair in Baltimore, also to raise money for the families of Union soldiers. The fourth, written on pages one and three of a folded letter sheet, was considered unsuitable, so Lincoln presented it to Historian George Bancroft. It is now in the hands of Mrs. Nicholas H. Noyes of Indianapolis and will go to an institution. The last copy—which Cintas bought for \$54,000—was made to replace the fourth. It is the only one of the five which has a title at the top and the full signature and date at the end. Its sale to Cintas, since he too intends to give it to an institution, marks the last time that the Gettysburg Address will ever be bought or sold.

*Address delivered at the dedication of the
Cemetery at Gettysburg*

*Four score and seven years ago our fathers
brought forth on this continent a new na-
tion, conceived in liberty, and dedicated
to the proposition that all men are cre-
ated equal.*

*by the people, for the people, shall not pass
from the earth.*

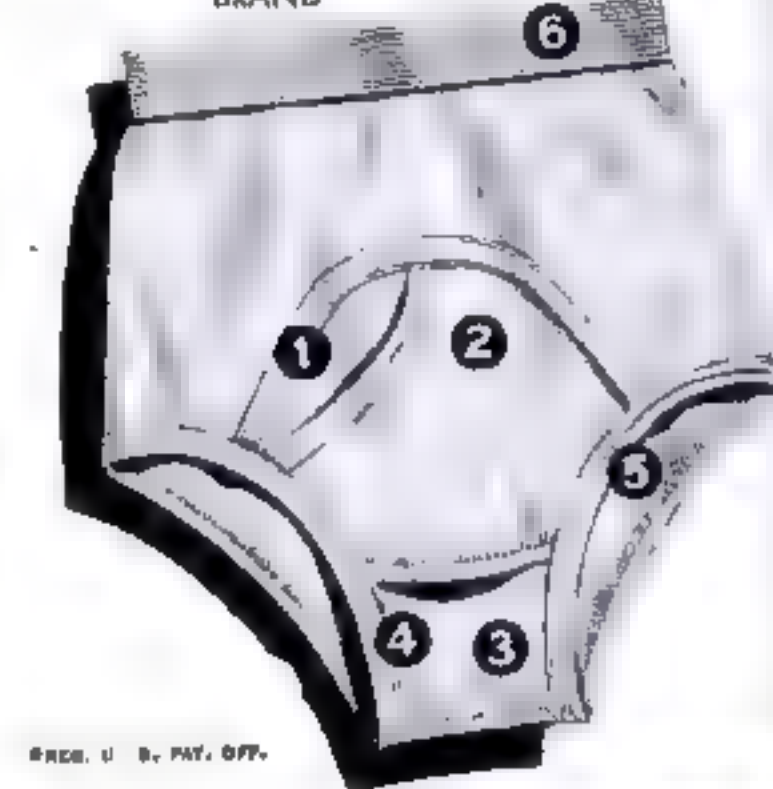
Abraham Lincoln

November 19, 1863.

FINAL COPY, written months after Lincoln made his "few appropriate remarks," contains delivery date and is considerably neater than earlier versions.

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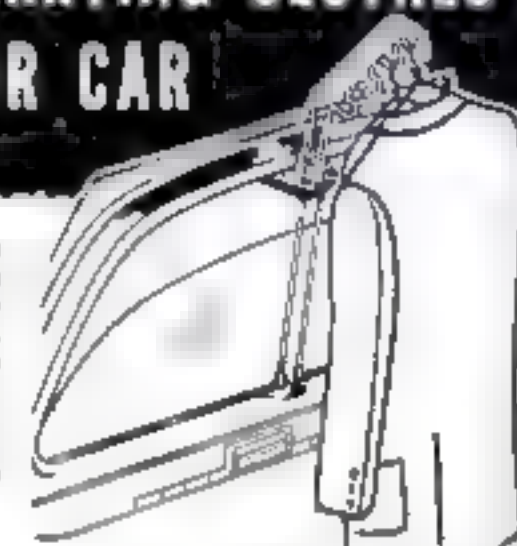
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Children's 5 to 12

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Boys' 2½ to 6
Little boys' 11 to 2
Children's 6 to 10½

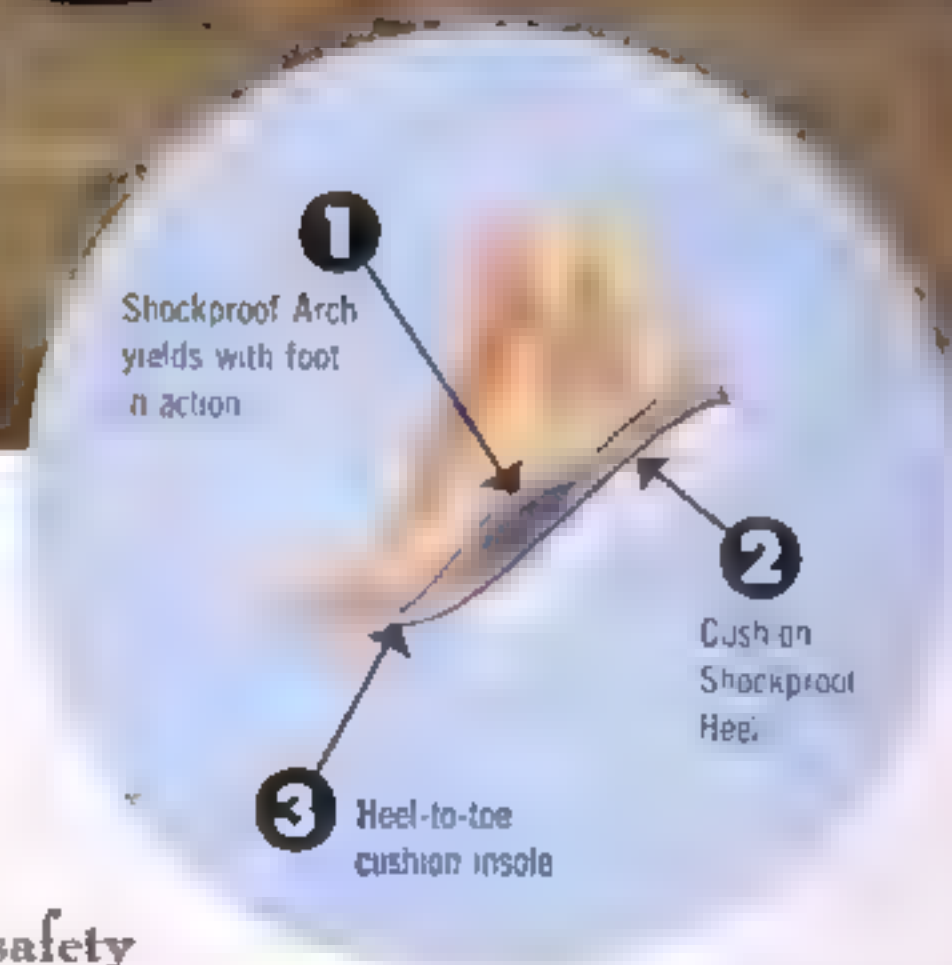
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MADAME AMBASSADRESS

Hellé Bonnet is an able assistant to her husband and an asset to France

In the seniority-ruled ranks of Washington's diplomatic society the dark, slender woman portrayed above stands third, ahead of the wife of the Italian ambassador, below the wife of the Nicaraguan ambassador. But in the admiration of the diplomatic corps she stands first—for chic, charm and, above all, ability in the complex of duties that befall an ambassador's wife. As wife of French Ambassador Henri Bonnet, Greek-born Hellé Bonnet is chatelaine of an embassy, an unpaid but influential promoter for French business (wine, food, clothes), a key figure in diplomacy. She wears the newest Paris fashions, attends

a steady round of social affairs, spends hours with the famous. To many a U.S. housewife it sounds like heaven. Actually Mme. Bonnet lives a tense, scheduled life—a formal luncheon, one to three cocktail parties daily and an average of eight guests for dinner nightly—all in the atmosphere of diplomacy in which a misplaced place card can have almost as serious consequences as a misdirected fleet. In between she often does her hair, sews her clothes, directs her kitchen, makes speeches and attends hearings for her husband. To this unremitting labor Hellé Bonnet brings all the selfless zeal of a Frenchwoman working for France.



EMBASSY, run down during Vichy era, was refurbished by Madame who made draperies for it.



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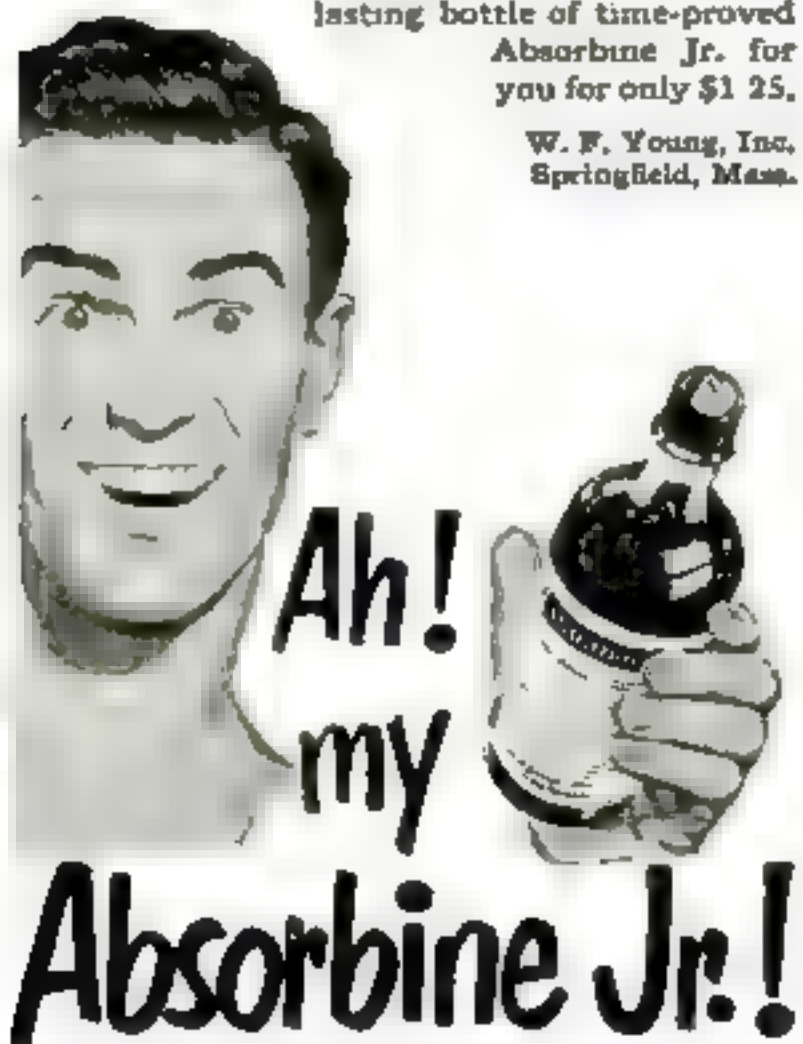
Chances are you'll get the relief you want so quickly it will surprise you—by your watch! That's because Absorbine Jr. has two beneficial actions.

First, it soothes and cools those sore places on application.

Second, it counters the irritation that causes the pain with a muscle relaxing effect that helps make you feel good all over. What relief! What FAST relief!

And your nearest drugstore has a long-lasting bottle of time-proved Absorbine Jr. for you for only \$1.25.

W. F. Young, Inc.
Springfield, Mass.



AT EMBASSY RECEPTION, given for Lily Pons, Mme. Bonnet tries the buffet to make sure the truffles and foie gras are up to her precise standards.



IN HER OFFICE Mme. Bonnet, having momentarily slipped away from a bazaar downstairs, checks guest list of a reception she will give two days later.



IN HER KITCHEN she gratefully sips coffee with guest Marlene Dietrich after a busy morning. The desk is her chef's. He, too, is a very busy person.

LOOK YOUR BEST IN A BEE HAT

Al Zarilla
St. Louis Browns



Bee Cool
STRAWS

FIRST CHOICE of BASEBALL STARS!

Braided Breezeways or South	\$2.45
American Panamas . . . Stars	TO
In Quality . . . Aces in Value!	\$7.50

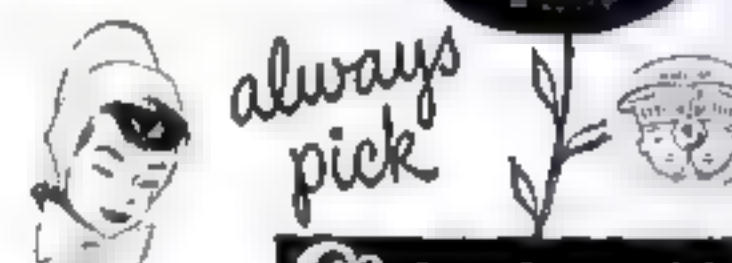


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Light-as-air fur felts that score for
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just wonderful!
for golden-cruised
donuts at their best



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MADE BY BETTER BAKERS / SOLD BY BETTER GROCERS
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Outgrows the Need
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Westinghouse



NEW..The **FINEST** Refrigerator • Freezer **WESTINGHOUSE HAS EVER OFFERED!**

It's the freezing, storing wonder of the year...this 10 cubic foot Westinghouse Aristocrat Big enough for every food-keeping need. Sure, safe, versatile enough to give the right kind of food protection to all foods... fresh or frozen.

The COLDER COIN assures correct temperatures... to freeze and store 56 pounds of food and ice... to seal juicy flavor in steaks and roasts... to keep safely the gallons of milk your children drink... to blend leftovers into appetizing goodness... to restore crispy appeal to your vegetables.

The new Aristocrat does more. In a special compartment, butter is kept just right for easy spreading, always.



Vegetable drawers and shelves can be easily shifted to take care of special storage needs.

All this and more! The Aristocrat is tops in beauty, food-keeping and value. Compare it with any other Refrigerator-Freezer made... and you'll insist on the new Aristocrat 10.

Like all Westinghouse Refrigerators, the Aristocrat is equipped with the exclusive Hold-Cold Control. You get intense COLDER COLD in the giant Freeze Chest and steady, sure, safe cold in the Food Compartment.

EVERY HOUSE
NEEDS A

Westinghouse Refrigerator

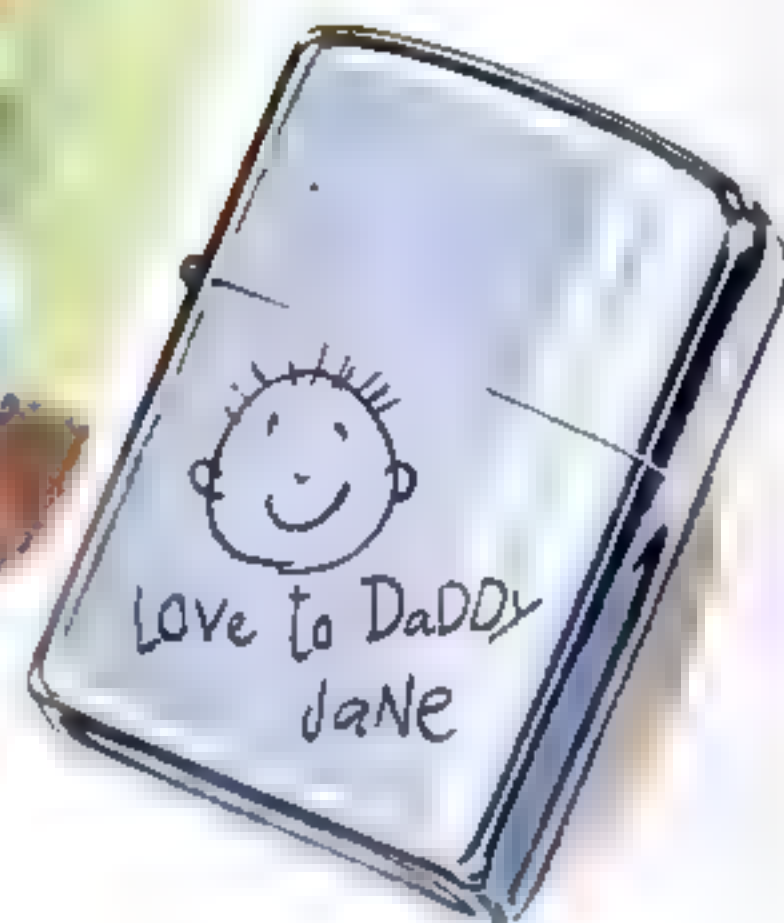
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RETAILER'S

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Brush-Finish chrome, \$3
Bright-Finish chrome, \$4.
Sterling Silver, \$15 plus
tax. Add \$1 for person-
alized engraving.



*This is something
I'll always treasure!*



Engine Turned,
Bright chrome, \$5.
Sterling Silver, \$20
plus tax. Engraved
initials, only, add \$1.



For Dad's den. Zippo
Deluxe Table Lighter.
High-polish chrome,
\$10. Add \$1 for per-
sonalized engraving.

Zippo's new "Town and
Country" lighters.
Bright Finish chrome
with engraved designs
in nature's true colors:
Pheasant, Mallard,
Trout, Geese, Horse,
Setter, Sloop, Lily Pond.
Pocket lighter: \$7.50.
Deluxe Table Model:
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personalized engrav-
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Give Dad a famous Zippo lighter
engraved with a message of love—in your
own handwriting! You make it his and his
alone—and how he'll cherish it. Best of all,
it's the gift he'll always carry because Zippo
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It's Easy To Personalize Your Gift Zippo. Your choice of
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dealer will handle all details for you. Costs but a dollar more.
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FREE BROCHURE. Illustrates many beautiful styles, with prices. Also
tells you about Zippo engraving service. Ask your dealer for a copy,
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The Gift That Never Fails

ZIPPO LIGHTER—THE GIFT THAT NEVER FAILS FOR ALL GIFT-GIVING OCCASIONS. WONDERFUL GIFT IDEA FOR WEDDINGS AND GRADUATION



HATS are occasionally made or remade by Madame herself. She operates a small hatshop in New York when the Vichy government ruled France.



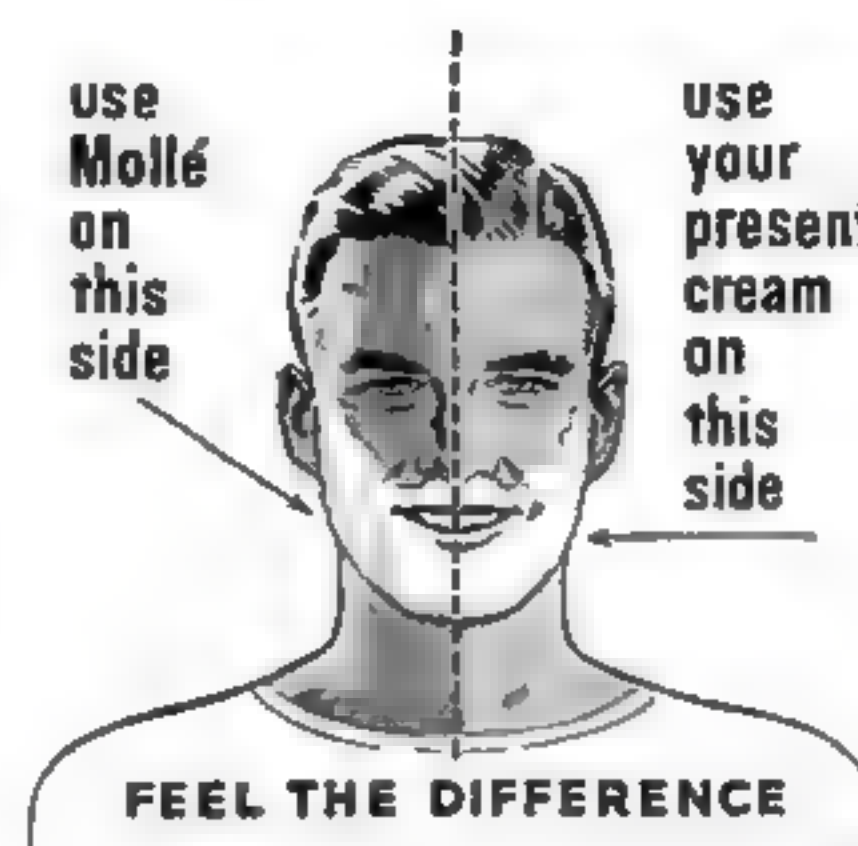
CLOTHES, almost all designer's originals from Paris, are famous in Washington for their style. This two-piece Dior evening dress is her favorite.



PRESENTS to friends are frequent and are always French—cognac, perfumes, quartz or jeroboams of champagne and table luxuries like foie gras.

CONTINUED ON NEXT PAGE

"WEEK-END TEST" proves: Cleaner, more soothing shaves!



Don't just guess what gives you the best shave—make this Mollé "Week-end Test."

1. Let your beard grow during the week end.
2. Monday morning, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half of your face. Spread it *thin*!
4. Go over your face **JUST ONCE** with your razor... and feel the difference.

Double your money back...

...if Mollé does not give you the best shave you ever had in your life. Get a tube today.

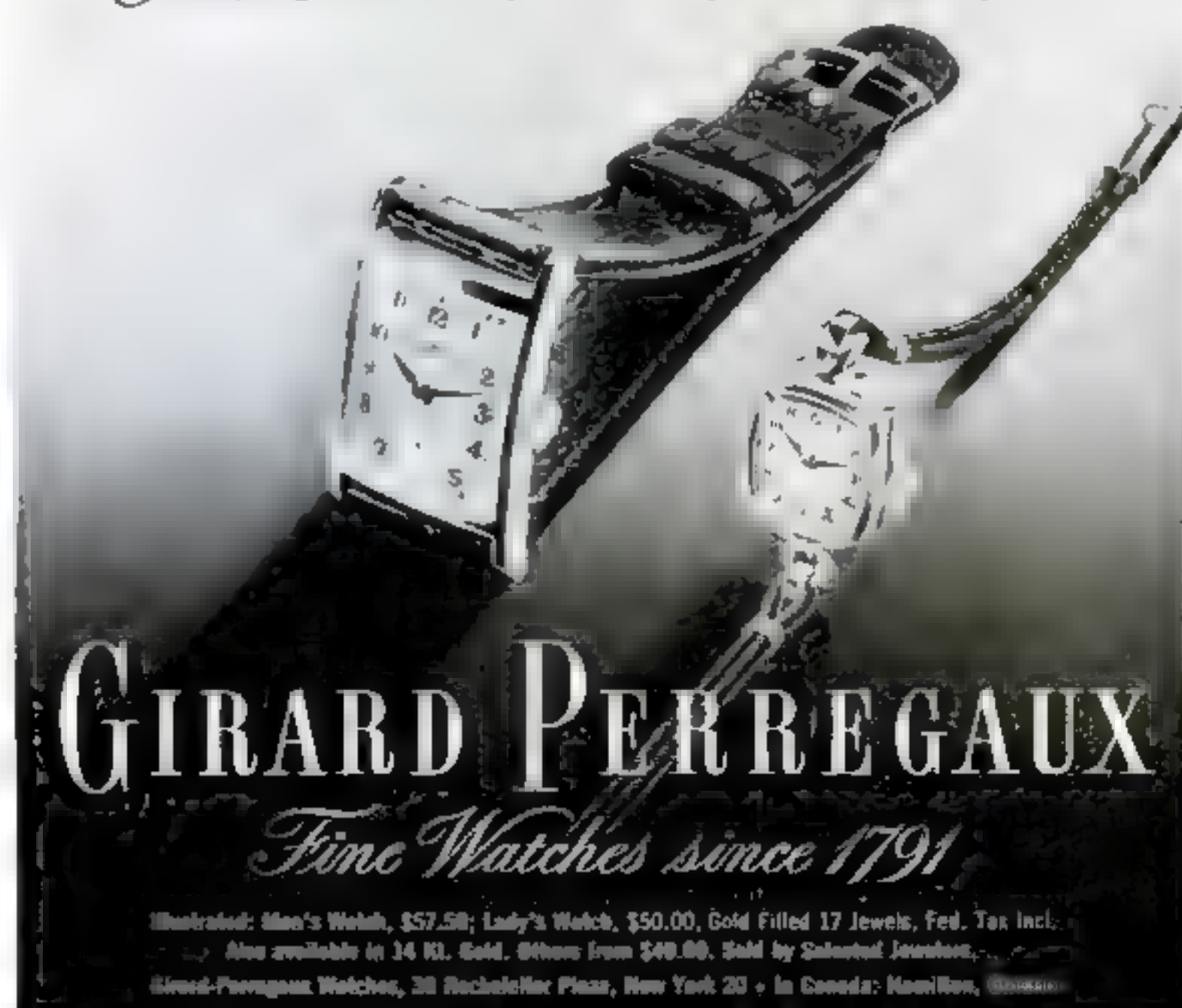
If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N. Y.



THE HEAVIER BRUSHLESS CREAM

A gift in Time

...it is not only practical, but really *luxurious* if it is a Girard-Perregaux watch! For these unerringly accurate, exquisitely beautiful watches are completely dependable... recording time faithfully every second of the day! Such reliability, of course, is not developed overnight. Girard-Perregaux watches have a tradition of enduring precision... have been admired by collectors and experts for 158 years! So give a Girard-Perregaux watch—you'll find it priced well within your means!



Illustrated: Men's Watch, \$57.50; Lady's Watch, \$50.00, Gold Filled 17 Jewels, Fed. Tax Incl.

Also available in 14 Kt. Gold. Others from \$40.00. Sold by Selected Jewelers.

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OF MY OLD FUR COAT



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"Hurray! Even the lining
looks wonderful!"
Hollanderizing is
Hollander's own special
way of cleansing and
rejuvenating furs. Stores
that feature it know all
about storage, repairs
and remodeling, too.

**P. S. Have your fur-
trimmed cloth coat
Hollanderized!**

Ordinary cleaning is not
enough...Your furs need

Hollanderizing

LOOK IN YOUR POCKET! Every
Hollanderized fur coat is tagged and
has these lipsticker tissues in the pocket
...giving valuable tips on fur care.



TEN SERVANTS staff embassy. From left: first and second chefs, chauffeur,
first and second butlers, valet, parlor and ladies' maids, two chambermaids.



VEGETABLE SHOPPING is often done by Mme. Bonnet who has a typical
French wife's interest in her table. Embassy dinners are gustatory triumphs.



WHAT'S COOKING is checked by Madame in a kitchen lined with copper
pans. Her first chef, descended from a long line of chefs, will cook only in copper.

alone...
because
she doesn't know



LOVE can be lost...romance ruined
if you offend with perspiration odor.
So stop it *before* it starts!

DRYAD—Jergens new kind of deo-
dorant *actually stops the decaying
action of bacteria...the chief cause of
embarrassing perspiration odor...be-
fore it starts!*

Its *complete* deodorizing action keeps
you sweet to love and adore.

APPROVED by leading skin special-
ists. Harmless to clothes.

SMOOTH as face cream as long as it
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Dryad
stops perspiration odor
before it starts



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"BECAUSE YOU LOVE NICE THINGS

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SHADES OF SPRING —

— and Van Raalte is famous
for gloves and hosiery too.

Light as a laugh, soft as a sigh, in the sunlit colors
of a day in May. And they fit so perfectly, so
permanently—wash so wonderfully, and no
ironing—for every luxurious inch is Van Raalte
nylon, even the wide, wide lace. Dawn Glow,
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Sizes 32 to 42, at better stores everywhere.

Nylon Sheeno* Gown—\$15.00 Nylon Petalskin* Slip—\$9.00

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You can see *all* these great western wonderlands—easily—on a trip to or from California via Santa Fe (route of *The Chief* and *Super Chief*).

Just ask your railroad or travel agent how to include them in a vacation trip this summer.

For free picture folders that will help you in your planning—just mail the coupon.

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Paradise for picture takers—Land of Pueblos, New Mexico



Trail ride—Grand Canyon—Arizona



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Sandy beaches of California



NEWEST TARZAN, LEX BARKER, MATCHES JUNGLE ROARS AND CHEST BEATINGS WITH FIRST TARZAN, 59-YEAR-OLD ELMO LINCOLN. ELMO'S CRY WAS MORE APELIKE

TENTH TARZAN

Hollywood finds latest apeman
in New York's Social Register

Howling a war cry at left above is a young New York socialite who has taken over one of Hollywood's most durable roles. He is Alexander Crichlow ("Lex") Barker, 30, the 10th and newest of the movie Tarzans. Lex, who has played small parts in other movies, has his name in the New York Social Register—a highfalutin background befitting Tarzan who, according to the Edgar Rice Burroughs novels, was born a British nobleman. Lex

has appeared in *Tarzan's Magic Fountain*, which contains standard doses of fair-haired maulers, apes and nonsense, and will make the standard, satisfactory profit expected of Tarzan films. Barker aims to give a more dignified interpretation than his predecessors. But Elmo Lincoln, who was the first movie Tarzan in 1918 and has a small role in the latest one, thinks the whole character has degenerated. "They want to talk now," he says.

**Never neglect a
barked shin**



The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in
doctors'
recommendations



*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

Tarzan CONTINUED

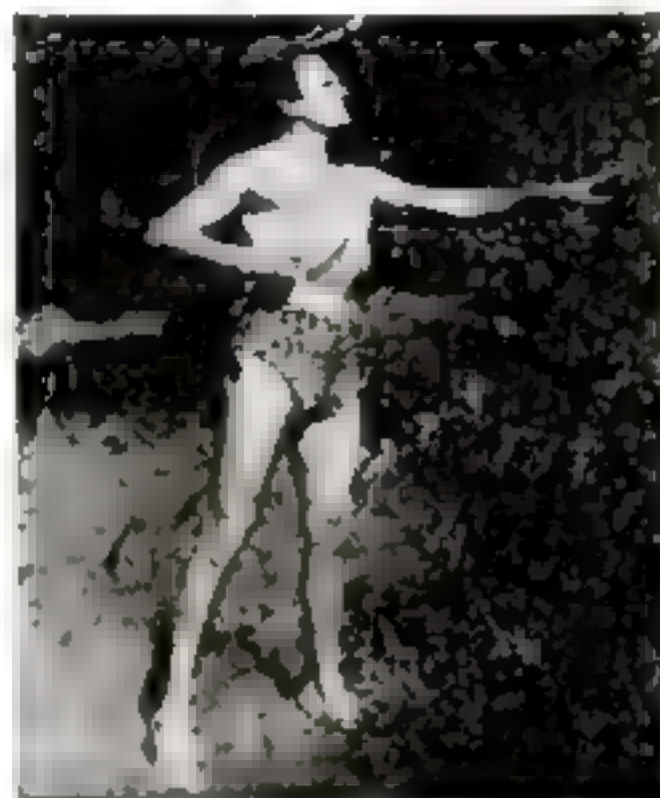
THIRTY-ONE YEARS OF THE APEMAN



1918: **ELMO LINCOLN** in *Tarzan of the Apes* was the first of the apeman line. He did all his own acrobatic feats.



1920: **GENE POLAR**, a New York fireman, appeared in *Return of Tarzan*. Beside him is his faithful Cheetah.



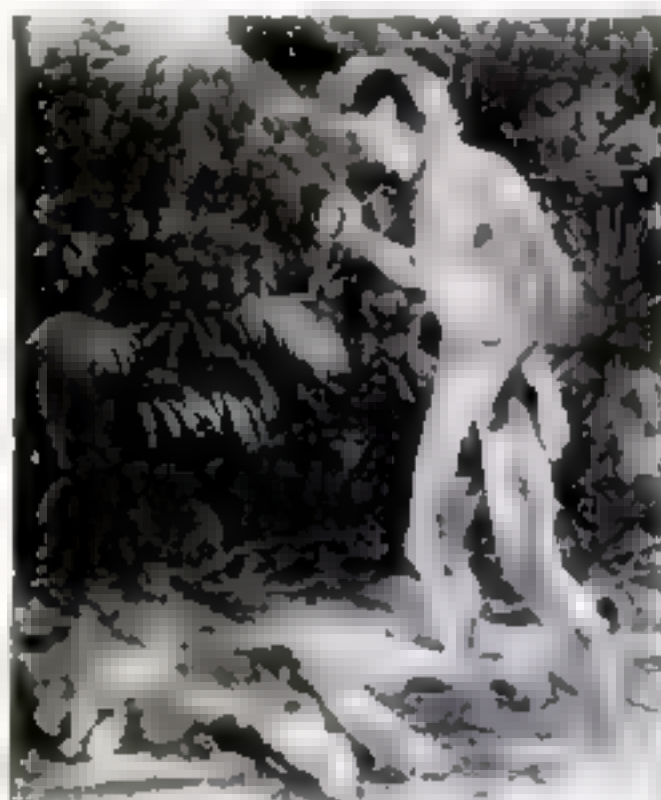
1927: **JAMES PIERCE** was fourth Tarzan. (A third one named P. Dempsey Tabler served briefly in the role.)



1929: **FRANK MERRILL** was in *Tarzan the Mighty*. A circus strongman, he did not last long in new trade.



1933: **BUSTER CRABBE** was an Olympic swimming champion before movies grabbed him for Tarzan role.



1935: **HERMAN BRIX**, an Olympic shot-putter, effected a revolutionary change by abandoning leopard skin.



1938: **GLENN MORRIS**, decathlon champ, rescued leopard skin but put on sandals, scorned by earlier Tarzans.



1940: **JOHNNY WEISSMULLER**, who had acted Tarzan in 1932, held job full time 1940-48, then got too fat.

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PEN OFFER

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MIRACLE
VALUE

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in models
requiring

no water
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PHOENIX, ARIZONA**

There's

*nothing like it...
absolutely nothing*

Warm sunshine, cool breezes, your favorite fishing spot... and BUDWEISER. Lift its foaming, bubbling goodness to your lips and each sip will tell you... here's taste appeal and eye-appeal unmatched by any other beer. Live life, every golden minute of it. Enjoy BUDWEISER, every golden drop of it.

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Budweiser

There's more Budweiser now—and there will be still more as our vast expansion program continues.



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Wake up Fresh as Spring Air!

Get More Rest from Every Sleeping Hour!

"Controlled Comfort" tonight, refreshes you for tomorrow!



Actual photo of a 113 pound woman shows how Spring-Air "Controlled Comfort" mattress gently conforms to body contours, yet gives needed sleep posture support.



Actual photo of 230 pound man shows how Spring-Air "Controlled Comfort" mattress prevents body sag and maintains perfect support from head to foot, despite concentration of mid-section weight.



Regardless of difference in weights, two who sleep in the same bed enjoy individual comfort with no tendency to roll to the middle, as shown by this actual photo of 212 pound man and 113 pound woman on a Spring-Air.

Whether you sleep alone or two in a bed, Spring-Air "Controlled Comfort" gives you more rest from every sleeping hour. Even two people of widely differing weights get individual comfort on a Spring-Air—the mattress used in more than two

thousand hospitals, over a thousand fine hotels and more than a million homes. See your Spring-Air dealer now, for this finer sleep-equipment, or write for "Controlled Comfort" booklet—a valuable guide to buying better bedding.

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PRODUCED BY 22 PLANTS
AND SOLD BY OVER 5000 DEALERS THROUGHOUT THE UNITED STATES, CANADA AND MEXICO.



Mattresses and matching box springs available in regular, extra-firm and extra-long models, full or twin size, from \$49.50 to \$79.50 each piece. Slightly higher West of Rockies.

MISCELLANY



TABLESPOONS REFLECT GRAY UPSIDE DOWN. HIS HANDS ARE AT THE TOP

BREAKFAST FACES

One hazard man suffers is the daily need for confronting himself before breakfast. Civilization has made his ordeal worse by loading the breakfast table with shiny silver and chrome ware whose rounded surfaces distort a man's appearance but reflect too accurately the way he feels. The gentleman at breakfast here is Allyn Gray of Glendale, Calif.



COFFEE POT gives a double image because of its concave-convex construction. The photographer, Bob Cox, is seen, also in duplicate, in the background.

CONTINUED ON NEXT PAGE



Paint brush problems?

The best brushes have
DU PONT NYLON
BRISTLES

YOU NEED a good brush to get good painting results. These new nylon-bristled paint brushes will help you do the job well. They're easy to use...and paint smoothly. Nylon-bristled paint brushes last 3 to 5 times longer than the ordinary type. And they cost no more (often less). You will always get the best if you buy brushes bristled with genuine Du Pont nylon. Look for the word **NYLON** stamped clearly on the handle.



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

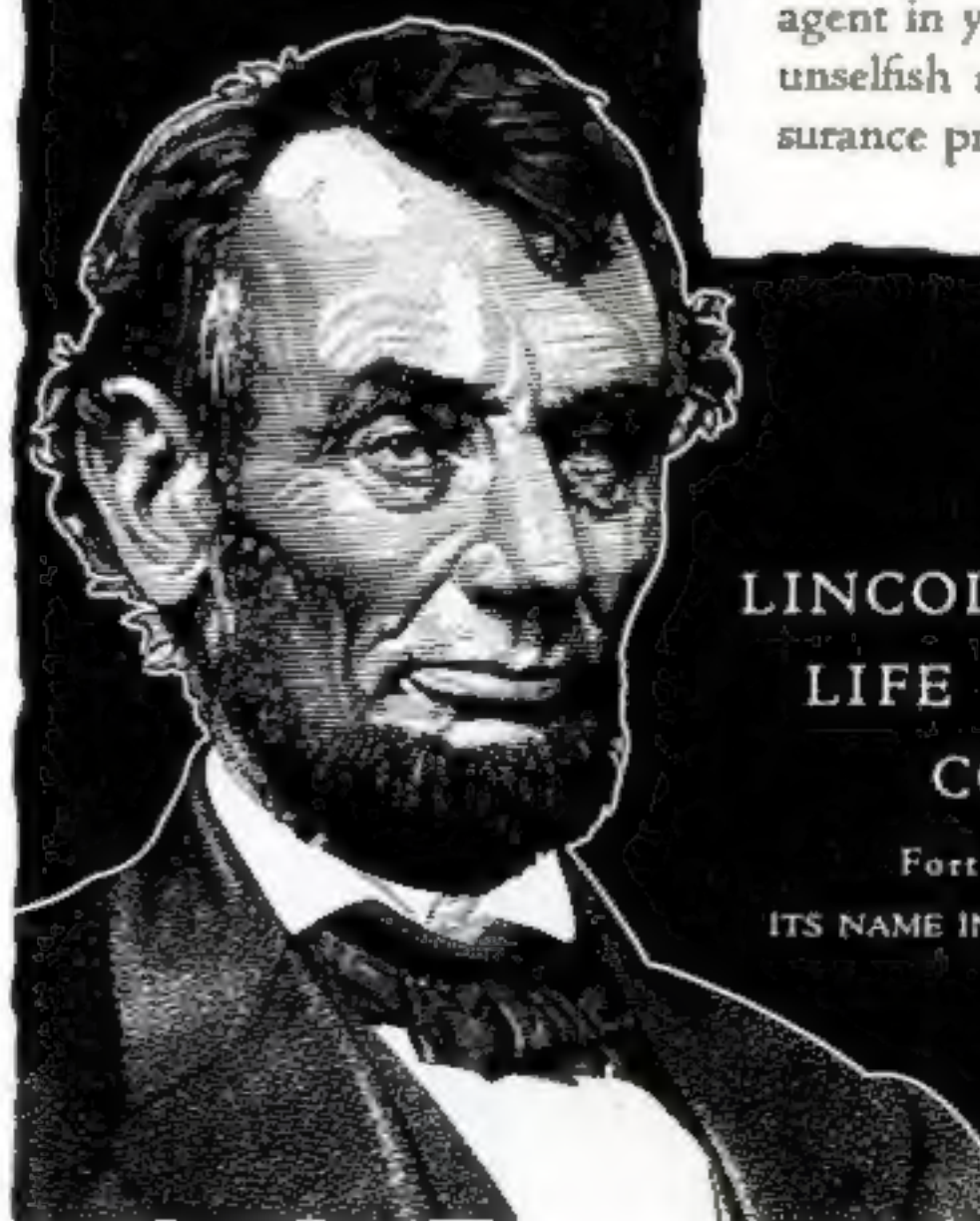


● Tune in Du Pont "CAVALCADE OF AMERICA"—Monday nights—NBC—coast to coast

Confidence
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FREEDOM from want—freedom from worry—freedom from fear can be the fortunate lot of you and your entire family, with the protection and financial security of a sound, wisely selected life insurance program.

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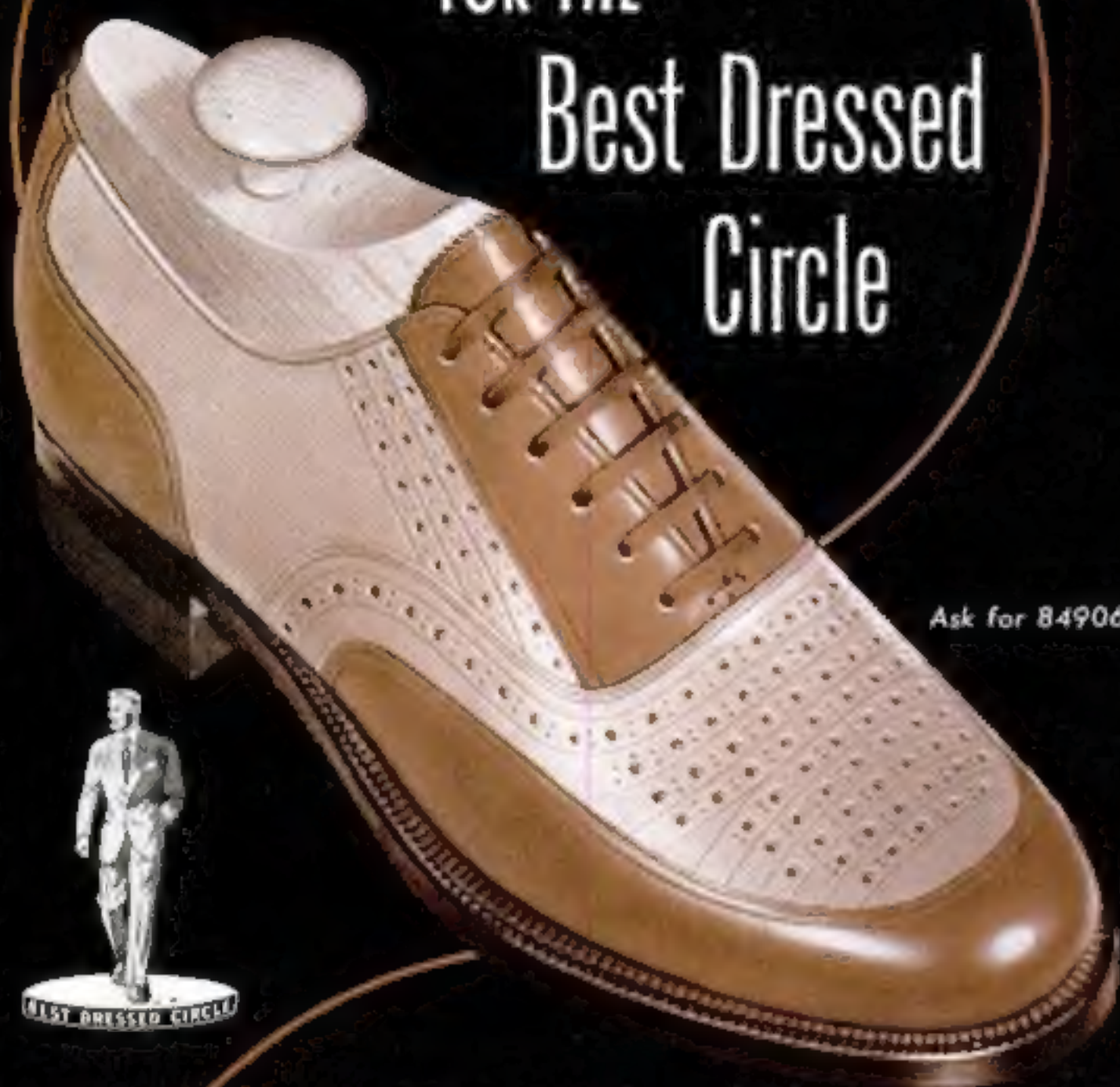
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ITS NAME INDICATES ITS CHARACTER.

City Club

FOR THE

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Ask for 84906



48 HAND OPERATIONS

COST YOU NO MORE

City Club Shoes are made the time-taking, extra-quality way, with 48 hand operations. Still, quantity production holds costs down. Join the Best Dressed Circle — be confident, comfortable, correct with shoes that consistently offer you the greatest value: City Club! Same high quality in City Club Juniors for Boys. Ask your shoe dealer or write us.

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PETERS, DIVISION OF INTERNATIONAL SHOE COMPANY,
WORLD'S LARGEST SHOEMAKERS, ST. LOUIS 3, MO.

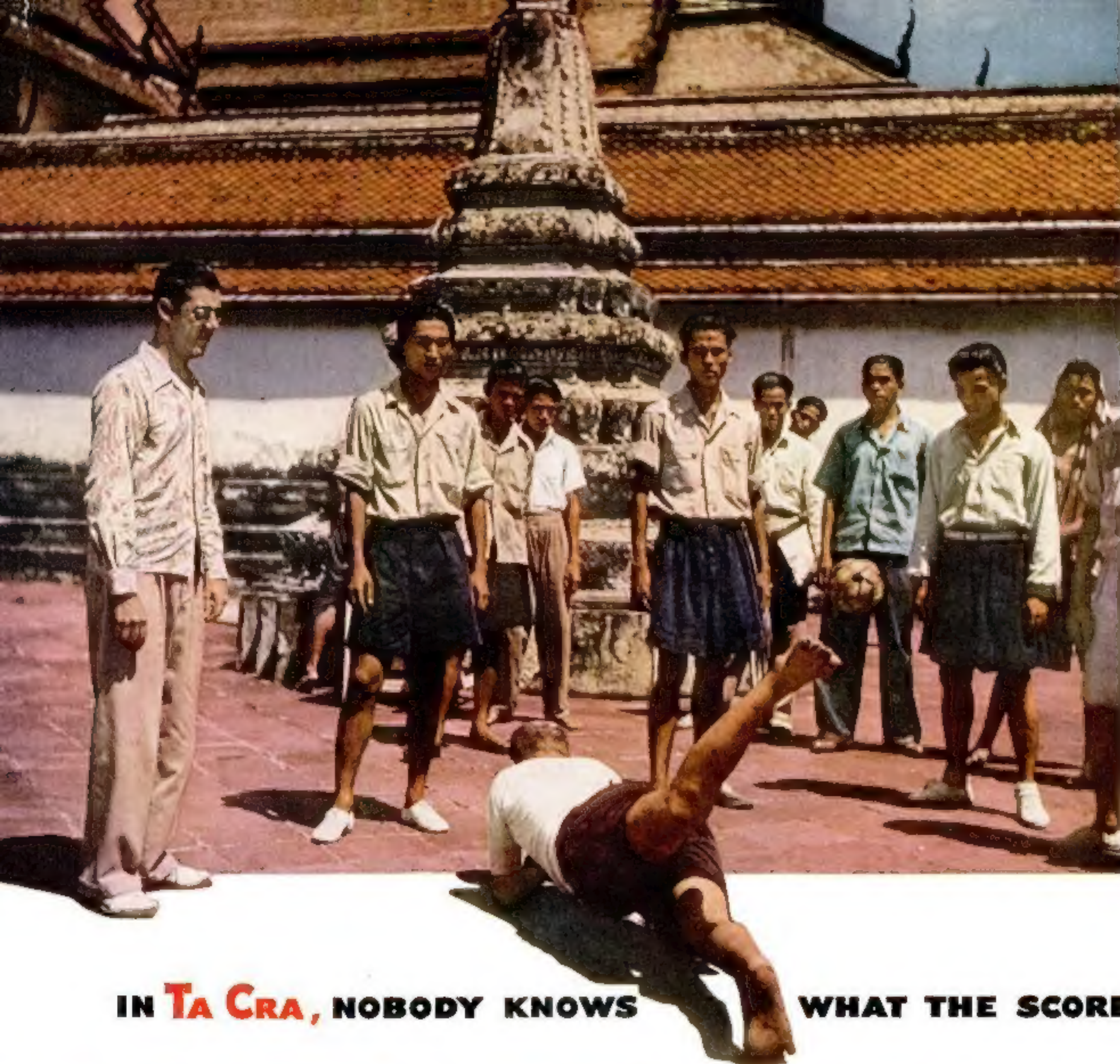
Breakfast Faces CONTINUED



CHROMIUM TOASTER produces a triangular reflection of Gray's face. This succeeded in cheering him up and he went back happily to his fried eggs.



CHROMIUM PERCOLATOR lengthens Gray's face, produces bags under the eyes. When he saw himself this way, Gray felt he ought to go back to bed.



1 "You can't lose, and nobody wins, in Siam's national sport. No score is kept in Ta Cra, and it's every man for himself," writes a friend of Canadian Club just back from Bangkok. "I discovered Ta Cra on a sightseeing trip in the capital of Siam. At first I thought it was a one-man juggling act. It turned out to be a Ta Cra expert showing a group of players how to hit the ball with the sole of the foot."

IN **TA CRA**, NOBODY KNOWS WHAT THE SCORE IS



2 "Hands off!" That's the main rule, the players told me. You can bounce the hollow wicker ball off your feet, shoulders, knees, elbows or head—but you can't use your hands. Sometimes the ball stays in the air for 5 minutes before someone misses. "It takes practice," they warned, when I asked to try it.



3 "You wish you were twins when that ball goes into play. It gets knocked around fast as greased lightning. When it whizzed my way, the best I could manage was a clumsy blow with the side of my leg. I envied the skillful head and heel shots the native players tossed off, but the furious pace always seemed to catch me off balance."



4 "I didn't lose, but of course nobody does in Ta Cra. And we all came out ahead afterwards. For at Bangkok's famous Oriental Hotel, I found my favorite whisky... and my new friends sure went for Canadian Club!"

5 "My steamer trunk is covered with stickers—from Perth, Nome, Caracas, Marseille, Capetown, and now Bangkok. I've enjoyed Canadian Club's good flavor in all those places and more. Wherever I go, it's always Canadian Club when anyone calls for 'the best in the house'." Why this worldwide

popularity? Canadian Club is *light as scotch, rich as rye, satisfying as bourbon*. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

“Canadian Club” **MADE IN CANADA BY HIRAM WALKER**

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof





Smoke a **LUCKY** To feel your **LEVEL** best!

Luckies' fine tobacco picks you up when you're low . . . calms you down when you're tense—puts you on the Lucky level! That's why it's so important to remember that LUCKY STRIKE MEANS FINE TOBACCO

—mild, ripe, light tobacco. No wonder more independent tobacco experts—auctioneers, buyers and warehousemen—smoke Luckies regularly than the next two leading brands combined! Get a carton of Luckies today!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed — so free and easy on the draw

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